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# To Study The Importance & Awareness Of Internet Marketing For Businesses With Respect To Kolhapur City.

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## Abstract

In the era of technology and internet all businesses are shifting for e-commerce. The extensive use of internet by merchant and customer for communication has impacted traditional market. The purpose of this paper is to spread awareness regarding adaptation of internet marketing for increasing customers & profit for businesses in local market. It also gives chance to customer to surf on various websites to select range of products with minimum cost. It discusses what cost effective tools are available for E marketing and utilization of such tools to improve product & services. The paper highlights the importance & benefits of internet marketing for both merchant and customers. The researcher has tried to convince businessmen to shift from traditional approach of doing business to online web store and internet marketing

## Keywords:

Internet marketing, Internet, E-commerce, Merchant, Customers.

## 1. Introduction:

The Internet users in India are increasing day by day. Initially internet was used for communication purpose only. Local market with help of E-commerce is reaching everyone around the world. So there is need of internet marketing which improves marketing functions of businesses. Internet marketing is a part of E-commerce. The use of Internet marketing by businesses can be a advantage to them. Marketing on internet has two types.

a) **Click Only:** All transactions are online and no physical existence.

b) **Click-and –mortar only:** Physical and E-marketing

With the use of internet marketing one can increase the sales of business. Traditional business which is looking for expansion and profit follow basic marketing steps which are-

1. Production
2. Market
3. Price
4. Promotion
5. Distribution

### 1.1 Overview of Traditional & Internet Marketing:

#### A) Traditional marketing:

It would reach all segments of community. It was having good technique and success rate. It is expensive and time consuming. You cannot keep track of results. One way communication. Traditional marketing was done by promoting goods and services through distributing paper fliers, marketing personnel face to face, tv broadcast, radio, paper advertizing, brochures, telemarketing, postcards, magazines, exhibitions etc.

#### B) Internet marketing:

It is used for promoting goods and services online which is delivered using youtube, search engines, social networking sites, banner ads, google ads, content advertising, websites, mobile messages, chatbots, instagram, online articles etc to reach customers all over world with cost effectiveness. Two way communication.

7.2 billion people on Earth



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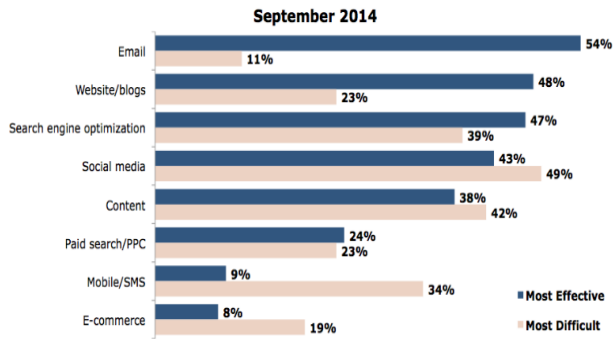
### 1.2 Top Advertising Agencies in India are-

- iProspect India
- WATConsult
- Webchutney
- Mirum India
- Pinstorm
- To The New Digital
- AdGlobal
- WindChimes

Services provided are Paid Search, Organic Search, Paid Social Media Marketing, digital marketing, Website development, Web designing, Email marketing, bids, digital analytics, SEO, SMO, PPC etc.

### Most Effective - and Difficult - Digital Marketing Tactics

among global respondents, indicating the most effective inbound marketing tactics and the most difficult to execute



MarketingCharts.com | Data Source: Ascend2 and Research Partners

## 2. Objective:

- 1) To study the benefits of internet marketing to merchants and customers.
- 2) To identify the various tools of internet marketing available.
- 3) To study the impact of internet marketing on local market.
- 4) To identify how internet marketing can increase profit for business.

## 3. Methodology:

**3.1) Primary Data:** Collection of primary data is done by personal interviews, observations, questionnaire with the respondents related to businesses in local market.

**3.2) Secondary Data:** The data which is available already in form of magazine, journals, proceedings, newspaper etc is collected for the related research.

**3.3) Sample Size:** The sample size is the number of respondent selected from the population by using a simple random sampling method which is easy to understand.

- ✓ Area Covered: Kolhapur city.
- ✓ Sample frame: All types of small to large businesses in the various areas like grocery shops, medical shops, hotels, bakery, travel agencies, tour operators, clothing shops, stationary shops, etc.

## 4. Literature Review:

Digital channel in marketing has become essential part of strategy of many companies. Nowadays, even for small business owner there is a very cheap and efficient way to market his/her products or services. Digital marketing has no boundaries. Company can use any devices such as smartphones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. Digital marketing may succeed more if it considers user needs as a top priority. Just like "Rome was not built in a day," so, digital marketing results won't also come without attempt, without trial (and error). The watchwords "test, learn and evolve" should be at the heart of all digital marketing initiatives. Companies should create innovative customer experiences and specific strategies for media to identify the best path for driving up digital marketing performance (Afrina Yasmin et al, 2015)<sup>1</sup>.

Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing

is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Digital marketing may achieve something more if it considers consumer desires as a peak priority (P. Sathya ,2015)<sup>2</sup>.

This paper deals the conceptual knowledge of search engine marketing or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper discussed about the top motivator factors of shopping online. The present development would be a valuable addition to researcher and academicians; and useful theory for practitioners, advertisers, and entrepreneurs. Some of the disadvantages of e- Marketing are dependability on technology, Security, privacy issues, Maintenance costs due to a constantly evolving environment, higher transparency of pricing and increased price competition, and worldwide competition through globalization. While considering the aforesaid limitations; advertisers and end-users can effectively use this modern platform to make life easier and faster In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India (Prof. Rajendra B. Patoliya, 2016)<sup>3</sup>.

The Internet can be used in secondary and primary research. The Internet changes the quantitative and qualitative research process and offers researchers many benefits, e.g.: greater speed of delivery and receiving responses, low cost, international range and multimedia possibility.

Businesses may prefer to round out their Internet marketing research program with other methods that could include phone surveys, standard mail surveys and personal interviews.

This article shows the disadvantages of the marketing research on the Internet. The biggest limitation of collecting data via the Internet is the number of e-mail users that is not representative of the general population (Dagmara Skurpel, 2016)<sup>4</sup>.

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 objectives of the study included identifying the effects of internet marketing on sales at TELKOM Kenya in Eldoret; identifying Challenges of internet marketing, establishing the Internet Marketing Environment at TELKOM Kenya in Eldoret and identifying the Product Characteristics of TELKOM Kenya in Eldoret. They used the findings to evaluate the effects internet marketing has on sales and how to apply new marketing strategies also to find out suggested areas to be researched on or make a comparative study. The study used a descriptive study design which was considered ideal due to its indebt and holistic approach of effects of internet marketing. It targeted a population of 171 It used stratified sampling technique to sample a sample size of 57 which is 30% of the targeted population. Questionnaires and interview schedule were used to collect data from the respondents. The research had a response rate of 100% with the demographic information of the respondent being stable in administration workforce. The research also focused on the gender of the employees, level of education, marital status, job position, work experience and the impact of internet marketing which were all analyzed. The study also focused on analyzing the challenges faced by marketing strategies. Data collection was done using questionnaires which was then captured on excel worksheet for tabulation and presentation. Descriptive statistics approach was adopted in analyzing and presentation of the data collected. The findings were then presented using charts, percentage and frequency tables. Frequency tables and percentage were used in presenting open ended questionnaires as it conveyed meaning to the data. The data analysis was also done by descriptive and statistical approach such as percentage and frequency

tables. The key findings were that both managers and employees of the various departments sampled were aware of the implications of internet marketing strategies on sales (Joseph Kiplang et al, 2015)<sup>5</sup>.

Online marketing is leveraging the unique capabilities of new interactive media to create new form of interactions and transaction between consumers and marketers. Also it can be considered as innovative way of marketing in digital marketplace which includes online advertising, online market research, online promotions and online pricing models. To make it successful there are different strategies such as Targeting, Product Strategy, Pricing strategy, Distribution strategy and promotional strategy. This paper tries to identify and analyze the advantages and disadvantages of online marketing over traditional marketing. It also focuses to identify that how companies can be benefited with this. This paper also tries to determine the impact of online marketing on traditional market and society (Mrs. Amita Chourasiya, 2017)<sup>7</sup>.

#### 4. Tools for Internet Marketing:

The internet access and use of social media by people has increased a lot. It is expected that internet marketing advertising revenue will reach 10 billion dollar in 2020.

##### 4.1 List of popular Internet Marketing Tools:

**1) Digital Advertising** – The merchant provides information regarding products & services on websites through which consumers receive information. **Eg:** google ads, face book ads

**2) Email**-The information in the form of text, graphics, picture, videos about products & services is send to consumers via email.

**Eg:** Boomerang, mailchimp

**3) Social Media** - It is most popular interactive platform for sharing photos, views, feedback, reponse, suggestion etc regarding products & services of businesses.

**Eg:** Facebook, whatsapp, telegram.

**4) Search Engine Optimization** –It is method which is used to increase number of visitors or traffic to your webpage by increasing search engine page rank through search results.

**Eg:** Google Analytics, Deep Crawl

**5) Pay –Per-Click**- It is a business model where a merchant places his advertisement on website and pays money to host website for per click by the user on advertisement.

**Eg:** Keyword spy, Adbeat.

**6) Blog** –It is a process which markets websites, businesses so that your online business gets highlighted and spreads.

**Eg:** Hotjar, eBlogger

**7) Text Messaging** - Marketing through mobile phones by sending SMS & MMS in text, audio, video etc format about product and services to the consumers.

**Eg:** Bulksms, way2sms

**8) Forum** - Forum marketing is a high ROI method which provides discussion and message posting about your business online.

**Eg:** Canva, SlideShare

**9) Search Engine Marketing** – It is a marketing method which purchases ads and it appears on the result page of search engine. Appearance of ad on search result page depends on how much high fees you pay.

**Eg:** SEMrush, KeywordSpy

## 5. Findings & Suggestions:

### 5.1 Business using Computers, Internet & trained staff

Table 1:

	Use of Computer, Internet & trained staff		Total
	Yes	No	
Yes	21(84%)	01(04%)	22(88%)
No	00	03(12%)	03(12%)
Total	21(84%)	04(16%)	25(100%)

### 5.2 Effect of Internet Marketing On Businesses:

Table 2:

	Effect of Digital Marketing		Total
	Yes	No	
Yes	18(72%)	04(16%)	22(88%)
No	00	03(12%)	03(12%)
Total	18(72%)	07(28%)	25(100%)

72 % businesses opined that use of digital marketing techniques has a positive impact on business.

The survey helped us to see what marketing strategies are used by businesses to promote the business locally as well as globally. It has seen that 85 % of respondents are eager to use the digital media for internet marketing. Still there is no availability of skilled persons in their company for internet marketing which is a concern for them. Also survey has seen that internet marketing companies are 40 % in the city. Also it is observed that 65 % respondents from medium and large organization have started using internet marketing through social media which has helped them to increase customers and profits. For small organization nearly 90 % respondents are having smart phones .The survey shows that nearly 60 % respondents are not using internet marketing as they are confused on how to use tools and worried about finance required for marketing. The survey has convinced them and cleared their doubts regarding internet marketing.

We have found out that there are some locally available products and business such as Kolhapuri chappals, jaggery, sugar, phetas (turbans), chutneys, jewellery etc. which have great tradition and future and are ready to expand .We as research team have suggested the merchants to shift their traditional business to online. We have made them aware with benefits of Ecommerce and online internet marketing. We have provided them with information regarding hiring a person who could develop a website for business. We have also provided some freeware internet tools for marketing. Further 75 % respondents are ready to shift their business by having their own website and using internet marketing to spread business and increase profit.

## 6. Conclusions:

Day by day there is increase in use of technology by merchants and customers. With a single click they can access variety of information. Internet is reaching to everyone with reduce cost. All the business is ready for expansion with use of E-commerce and by having their own business website and mobile apps. With the help of internet marketing business can reach people with less time and cost which will help them to increase their profit and provide better services. There is lack of security, threat and trust concern regarding use of internet marketing for business.

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