

TREND OF ONLINE MARKETING WITH SPECIAL REFERENCE IN RAJASTHAN

Chuttan Lal Meena*

ABSTRACT

The art and science of product/service sales via digital internet and cellular networking are online marketing. We have the right online marketing mix of policies which make online marketing appealing to your target market. In order to measure the success of on-line marketing strategies, research and analysis are the online marketing expertise. Rajasthan is the state who has different type of geographically limitations in marketing strategy for a business house. In order to provide consumer advertising messages via the online marketing system, online marketing is used. It covers e-mail marketing, search engine and social media marketing, different display ads and mobile ads. As with other publicity media, both publishers who integrate advertising into their online content and advertisers who advertise publicity that appears in the content of the publisher are often included in online advertising. Additional potentials include advertising agencies generating and producing advertising copies, publicity servers that provide statistics and track advertising technology, and affiliates that carry out independent advertiser promotion activities. Under this paper I explained the different type of online marketing methods which adopting in Rajasthan also. I also described the advantage and limitations of online marketing system.

KEYWORDS: *Marketing, Online Marketing, Social Media, Promotion.*

Introduction

In all industries, online marketing becomes a hot subject and gradually plays an important role in the multi-channel marketing strategy of all companies. The Internet is used to provide consumers with commercial messages. It covers e-mail marketing, search engine and social media marketing, different display ads and mobile ads. As with other publicity media, both publishers who integrate advertising into their online content and advertisers who advertise publicity that appears in the content of the publisher are often included in online advertising. Additional potentials include advertising agencies generating and producing advertising copies, publicity servers that provide statistics and track advertising technology, and affiliates that carry out independent advertiser promotion activities. The art and science of sales by digital Internet and mobile networks of products and services are online marketing. We have the right online marketing mix of strategies that make the art of online marketing attractive for your target market. The knowledge of online marketing is research and analysis which can use and measure the success of online marketing strategies. Rajasthan is the state who has different type of geographically limitations in marketing strategy for a business house. In order to provide consumer advertising messages via the online marketing system, online marketing is used. It covers e-mail marketing, marketing for search engines and social media, various display ads and mobile advertising. As with other publicity media, both publishers who integrate advertising into their online content and advertisers who advertise publicity that appears in the content of the publisher are often included in online advertising. Additional potentials include advertising agencies generating and producing advertising copies, publicity servers that provide statistics and track advertising technology, and affiliates that carry out independent advertiser promotion activities.

Review of Literature

According to Philip Kotler & Kevin Lane Keller, Integrated marketing communication can lead to increased consistency in communications and increased sales impact. Management should consider how the company tells clients that each vehicle and time problem is of relative importance. They are responsible for unifying the company's brand image and message through thousands of business

* Assistant Professor (Research Scholar), S.P.N.K.S Government College Dausa, Rajasthan, India.

activities. IMC should be able to reach the correct customer with the correct message at the right time in the right position. Therefore, to maximize their impact, the personal and non-personal communication channels need to be combined.

According to Fitzpatrick Michele, It is time to build success by integrating online and offline marketing. While many companies still regard their efforts online and offline as separate organizations, well-known marketers slowly realise that integration across all channels guarantees consumers access, choice and convenience.

According to Don Schultz , The IMC is a strategic operating process for planning, developing, implementing and evaluating coordination, measurable and persuasive brand communication programmes with consumers, customers, prospects and so on.

As per Fosket, Sally, Online services move marketing from mass marketing to personalized marketing at the opposite end of the spectrum. Online marketers are able to immediately and directly contact prospective customers and to deliver immediate results.

According to chaffey Internet should better be used in a multistage marketing strategy 'to define, on the basis of their relative value to customers and companies, how the various marketing channels can incorporate and assistance each other in developing and reporting their proposals.'

Mohan Nair The social media sees the complex marriage, due to its effect on company marketing communications, between sociology and technology which cannot be underestimated. Choosing when and how and to manage or follow cannot be difficult, but not impossible.

Objectives of Research Paper

Our research to study consumer behavior on trend on online marketing in Rajasthan is based on certain objectives:

- To study the concept of online marketing.
- To study the tools & methods of online marketing in Rajasthan.
- Discuss the impact of online marketing in Rajasthan on consumer general buying decisions.

Tools of Online Marketing



- **Display Advertising:** Advertising displays your advertising message with text, logo, animation, video or other graphics visually. Advertising on display: advertisers often target users with certain features to improve the effect of ads.
- **Web Banner Advertising:** Usually, Web banners or banners are graphical ads on a web page. Ads by banners can be made to rich media with a Java applet, HTML5, Adobe Flash, and other programmes to incorporate video, audio, animations, buttons, formats, or any other interactive element.

- **Ad-frame (Classical Banner):** Frame ads were web banners of the first type. Traditional framework ads are often used colloquially as banner advertisements. The website publishers include framework ads by setting aside a certain area on the website.
- **Pop-ups/pop-under:** A new web browser window over the initial window is displayed with a pop-up ad. Pop-ups/pop-under: Under the site visitor's first browser window, a new browser window opens.
- **Floating Ad:** A floating ad or overlay ad is an ad that has rich media and the content of the website is overshadowed. After a certain period, floating ads may disappear or become less blocking.
- **Expanding ad:** An even broader message is a rich ad in the media that changes dimensions, such as when a viewer spends on a Webpage, clicks on an ad, or moves the user mouse through the ad. Advertisers can add further information to a small space by expanding advertising.
- **Interstitial ad:** A cross-sectional ad shows the request content before the user can access the required content. Interstitial advertising is the form of marketing interruption.
- **Text ads:** A text ad shows hyperlinks to text. Text-based ads may be shown on the web site separately or hyperlinked words or phrases may be added to advertiser websites. You can also send text announcements via email or text message marketing.
- **Sponsored Search:** The sponsored search allows advertisers to include keywords in their search results (also referred to as sponsored links or search publicity). Early-time auction ads are often sold when advertisers put keywords into their offers.
- **Marketing in Social Media:** The marketing of social media on social media sites is commercial promotion. Many companies promote their products with their social media profiles by posting frequent updates and offering special offers.

Benefits of Online Marketing

For your potential customers, you have broad Internet access. It has been estimated that a few billions people worldwide are using the Internet and more people become aware of the Internet every day. It is therefore only via the internet that a large group of people can market your business.

- The Internet is the only means to cross national and geographical boundaries.
- Internet promotion costs are cheaper than other marketing mediums. This makes advertising their products easy for small and medium-sized companies.
- The Internet enables the customer to be connected in real time. If there is any discount, email to customers is easier and the product can be purchased instantly. The Internet also enables multiple messages to be sent simultaneously, saving every client the lenient task of sending an email.
- Internet marketing provides customers with immediate feedback. After using the product, customers can discuss their experiences.
- Marketing on the Internet saves time and effort. Instead of having a customer service representative, who answers the customer requests, the customers may make all information about the product or service available on the Internet.
- Internet marketing enables your business to be accessible 24 hours a day.

Limitations of Online Marketing

The main inconvenience of internet marketing is its fraudulent vulnerability. Many illegal sites look like original sites and steal money from customers. While internet marketing allows wider access, a website's start-up cost can be very high. This includes software and hardware costs as well as maintenance costs. While Internet marketing presents some challenges, internet marketing has made it easier to acquire products and to become more transparent. The time is needed to face the challenges so that internet commercialization is truly beneficial to everyone.

- Many customers still use the web for further information and prefer to buy a product in person.
- Many customers are unable to use the Internet, and you can lose these customers only by focusing on internet marketing.
- Commercial rules in internet marketing change quickly and constant attention and surveillance are necessary in order to ensure that your marketing strategy is not overdue.

- A customer buys a product from the seller does not have human contact.
- Internet marketing is highly dependent on technology susceptible to technical deficiencies.

Online commercialization can be defined as electronic product and service media marketing. Online marketing is one of the world's latest and most emerging marketing tools. The web technology is creatively utilized to create captivating ads, forms and e-shops for viewing, promoting or selling products in various multimedia languages, graphics, texts, etc. Online marketing does not merely involve the construction or promotion of a site or the placing of a banner ads on another website. This includes advertising, display of products, product navigation, 3D view of the product, selection of basket, check out, and payment. The same applies to online marketing and internet marketing. This type of marketing is also applicable in most business models.

Conclusion

The way people do business around the world is quickly changing online marketing. Sales across the internet have increased significantly in the business-to-consumer segment in recent years. Clients are becoming used to the new shopping channel, not only from well-developed, but also from developing countries. In order for both scientists and practitioners to understand the factors that affect intention, adoption and repurchasing. The popularity of online marketing in particular among younger generations is increasing, but in today's situation, online marketing must cover a longer distance between every age. Due to safety problems, lack of a physical approach to the product, delays in product delivery and price and quality, people are reluctant to take advantage of e-services. Furthermore, people are harder to change and not easier to adapt to newer technologies. In general, shopping is easier, more convenient and more preferable for many customers than online shopping. In geographical terms, Rajasthan causes problems in offline marketing such as promotion, seminars, sample distributions, interactions with customers etc. Another probable cause for the poor influence of the coupon is that it requires more skill and effort than buying a good for sale because coupons bring less shopping convenience. For example, it can be cumbersome and time consuming to keep and redeem the coupon before the expiry date, find a product with a coupon, match coupons with brands etc. The discounted price, free samples, bonus and in-house display, on the other hand, can make shopping easier.

However, in Rajasthan the lack of adequate Internet connectivity in the distant area, the lack of education and the lack of sources have an impact on the business organization's online marketing process. In the same way, customer knowledge of the latest innovations in both digital and financial and legal terms is necessary to use online marketing. The customer's appeal is limited by the demand for high-speed Internet connections, overly complex websites from the customer's viewpoint, the customer's failure to touch, taste, smell and track before online purchases.

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