

CONTENTS

INDEX

TITLE	Page(s)
RURAL DEVELOPMENT AND EMPLOYMENT THROUGH SKILL DEVELOPMENT. *Dr. Saurav Kumar , **Vir Pratap	02
ONLINE MARKETING A BOOMING BUSINESS TECHNIQUE, WITH CHALLENGES. *Dr. Prashant Sharma	18
सैनिक, व्यापारिक एवं कृषक परिवार के स्नातक स्तर विद्यार्थियों की राष्ट्रीयता की संवेदना का तुलनात्मक अध्ययन * डॉ० शिवपाल सिंह , **सोविन्द्र वर्मा	25
ACHIEVING NEW PARADIGMS IN ENTREPRENEURIAL SKILLS AND MINDSETS - SERIAL ENTREPRENEURSHIP!!! - THE MIDAS TOUCH IN SUCCESSFUL ENTREPRENEURS. *Ms. Anju Arora, **Dr. S.C. Varshney	33
DISRUPTIVE INNOVATIONS IN HIGHER EDUCATION: A CASE STUDY OF XYZ GROUP OF INSTITUTIONS. *Dr. Parul Saxena , **Dr. Priti Verma	42

ONLINE MARKETING A BOOMING BUSINESS TECHNIQUE WITH CHALLENGES.

***Dr. Prashant Sharma**

Associate professor
Dewan Institute of Management Studies, Meerut U.P

****Mr. Vivek Kwatra**

Assistant professor
Dewan Institute of Management Studies, Meerut U.P

ABSTRACT

Online Marketing is the process of marketing a brand using the Internet. It is emerging as an alternative medium to physical stores of trade. E-marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The basics of marketing remain the same – creating a strategy to deliver the right messages to the right people. What has changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses. Several issues such as the authenticity of the seller, authenticity of the product, delivery at right time are issues emerging out.

Key Words: Online Marketing, Technique, Challenges,

Introduction:

The last decade of twentieth century was a period of time when Customers got far more demanding, their level of loyalty had significantly dropped, while offering modern, high quality products became not sufficient to stay competitive and succeed in the rapidly globalizing marketplace. According to the report of the Gartner Group from 1996, the most important trends negatively impacting traditional marketing were:

- less differentiation of products,
- Increasing competition,
- Rising consumer expectations,
- Splintering mass markets
- Diminishing effectiveness of mass media,
- Heightened consumer privacy and security concerns.

Almost at the same time the rapid development of the Internet became a reality. Marketers were among the first who noticed the opportunities arising from this fact and many of them put their strong faith in this new medium. The elements especially underlined were interactivity of the new medium and its high potential for building close relationships with customers. In this time there could be found numerous enthusiastic voices about abilities of the new marketing tools or effectiveness of the Internet advertising. So, at the end of the 90s more and more common became opinions that new marketing era became a fact. According to Postma, this new marketing era can be characterized by three points:

- marketing management according to the information held in marketing databases rather than acquired through market research and generic models,
- the use of media instead of generic (thematic) advertising to stimulate trade,
- management of personal client relationships as opposed to management of more or less defined target groups.

The advantages of Internet Marketing:

- Offers opportunities for both the individual and the traditional, business owner.
- Has minimal risk and minimal investment due to its low start-up and operating costs. So, business owner don't have to commit yourself to expensive overhead.
- Imagine the possibilities! Set your money making goals to take you from where you are now to where you want to be.
- When you have your own business, when you are your own boss, you alone, control your future security.

Specialized Areas of Internet Marketing are as follows:

Internet marketing can also be broken down into more specialized areas such as Webmarketing, email marketing and social media marketing:

--Web marketing includes e-commerce Web sites, affiliate marketing Web sites, promotional or informative Web sites, online advertising on search engines, and organic search engine results via search engine optimization (SEO)

--Email marketing involves both advertising and promotional marketing efforts via e-mail messages to current and prospective customers

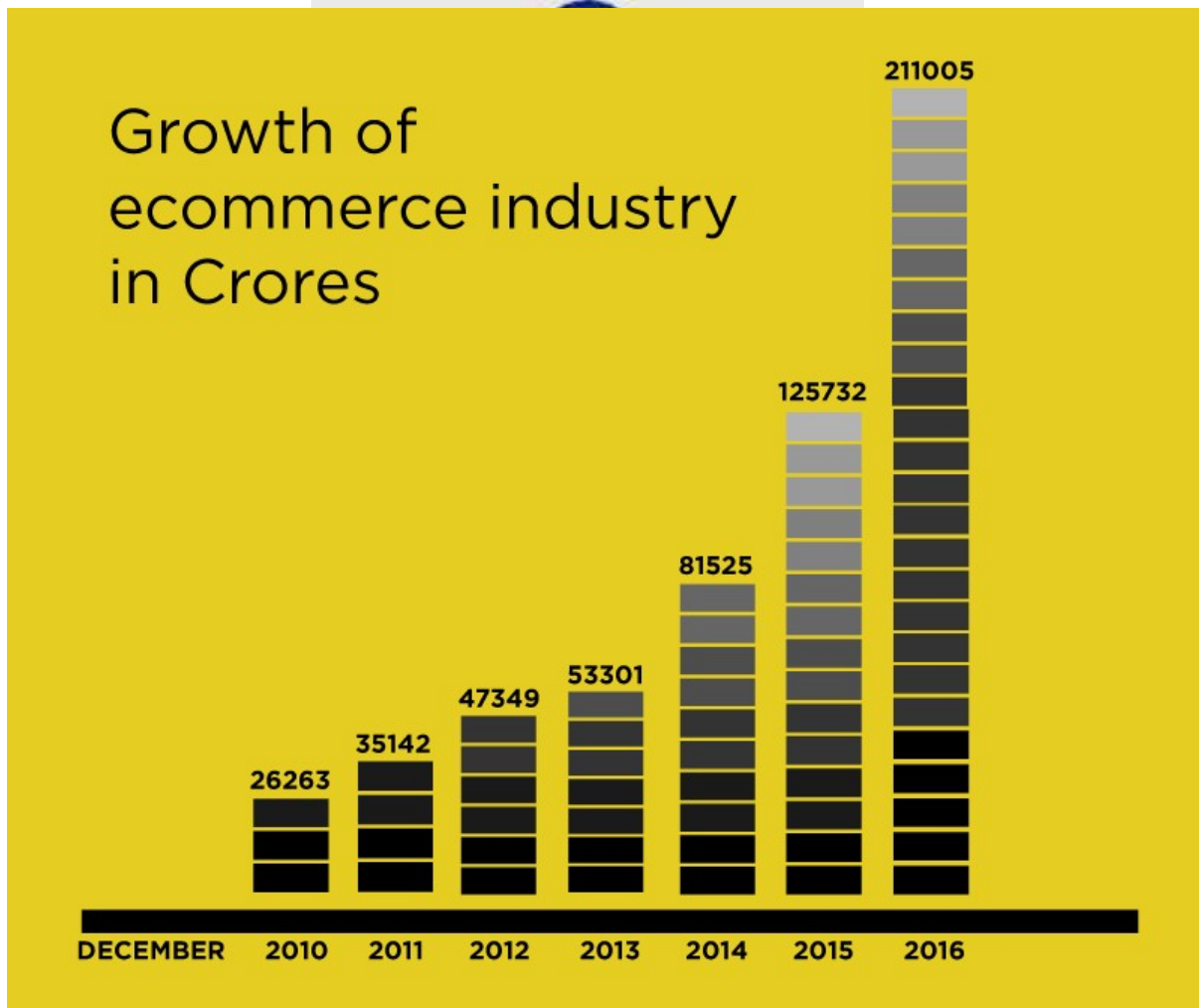
--Social media marketing involves both advertising and marketing (including viral marketing) efforts via social networking sites like Facebook, Twitter, YouTube and Digg.

--Online marketing is growing rapidly in international and local market in India. The Indian e-commerce market is seeing a surge in the growth .

Indian Scenario

Leading Indian online retailers including Snapdeal and Fashion portal Myntra, expect to turn profitable in next two years signalling a seismic shift in an industry where so far growth has been pursued at the expense of the bottom line. Snapdeal, an online market place wants to be India's first profitable e-commerce company and its largest mobile commerce company. This suggests that mobile will be a big driver in future. This company expects to reach about Rs.6220 cr. in gross merchandise sales by the next financial year.

--Flipkart is an Indian e-commerce company founded in 2007. It is considered as an e-commerce company that made online shopping popular in India. It deals with selling of variety of items, started with books and now home and kitchen appliances, mobile phones, digital cameras, watches, clothing and others. Flipkart India, the wholesale cash-and-carry entity of the online retail firm reported a loss. However the company claims that their business is growing at 100% annually Now, it is making good business and sees \$1 billion sales. It is a reply to U.S. online giant Amazon. It is really an achievement in country's exploding e-commerce market. It is expected to reach the e-merchandise retailing sale at \$14 billion by 2018 and \$60 billion by 2023.



Problems in Online Trading with View Point of Companies

Following are the problems faced by companies adopting online trading

--The world is used to conducting business and commerce on signed paper documents.

Electronic documents and messages, without familiar signatures and marks have changed the scene and trade wants to be assured that the electronic world is safe. The e-commerce system must therefore offer at least the same level of reliability as that which obtains in the paper world. Thus the companies should work with maximum reliability.

--The legal issues of e-commerce have generated tremendous interest among technologists, traders and legal experts. The Indian parliament passed the Information Technology Act in 2000. The legal requirement is to establish the authenticity of an electronic document or message. This includes integrity, confidentiality and non-repudiation of origin and receipt of electronic document in case of dispute.

--In e-commerce, there is a concern that in the absence of proper controls, it is relatively easy to change the electronic record. Proper controls need to be enforced in e-commerce transactions.

--Major legal issues for e-commerce are raised through the provision of services like Online Marketing, Online retailing e.g. ordering of products and services, financial services such as banking and trading of services, Online publishing, Exchange of electronic messages and documents EDI, electronic filing, remote employee access, electronic transactions and Online contractformation. The common problems are legal problems in trademarks and domain names. The company takes a domain name from the registry in its name. Unlike the traditional commercial world where different companies may have the same trademark in different products and services, in cyberspace, only one name can be assigned as Name.com. Thus, the company which registers its name for the domain name eliminates all others from using that name in the cyberspace. The other issue is copyrights. Copyright was developed in the printed world to protect the economic interests of the creative writers. However, the copyright law protects only the expression of an idea and not the idea itself.

--Another issue is jurisdiction. The term jurisdiction refers to court's ability to hear to a particular case. Internet communications know no geographical boundaries, whereas jurisdiction under traditional legislation incorporates a notion of territoriality. Different

laws are applicable under different jurisdictions. A number of questions which are vital to the legality of commerce in cyberspace have arisen.

--Similarly the issue of service provider liability cannot be ignored. Many ISPs provide user access to shared websites. Liability for infringement of third party rights, and the liability for hosting of unlawful materials. The growth of e-commerce on the internet depends to the large extent on the confidence of traders in forming legally enforceable contracts online. However, there are problems associated with jurisdiction of the parties and that of the website, since it is the jurisdiction which determines the laws that would be applicable in case of a dispute.

Problems with Point of View of Consumers

--With the internet making inroads into almost all facets of everyday life, not only business information, but a large amount of personal information too is now digitized and stored on computers connected to the internet. Systems connected to internet are potential targets for destruction or tampering of data stored in them.

--There is a danger of cyber-attacks. There are challenges of hacking which means hackers can deface websites and steal valuable data from systems. Phishing is another challenge which refers to creation of e-mail messages referencing web pages that are replicas of existing sites to make users believe that they are authentic sites.

--Internet users are likely to face more privacy threats as marketers aggressively employ invasive tools to collect information. Marketers who were earlier scratching the surface of social media marketing are now peeling back the layers for understanding people and their behaviour on the internet.

Conclusion Online trading has a rising path in modern time and will be extensively used in future. As more and more Indians will be educated and will become tech savvy it will rise. The problems of cyber attacks, jurisdiction, and liability of service provider should be resolved. Leading online retail traders are finding out the ways to retain profitability and long term sustainable development. Globally also the challenges are similar in nature. Indian entrepreneurs are focusing themselves in this cost effective technique both for consumers and them. In past, everyone was looking at who the leaders will be. No doubt the twenty-first century belongs to online marketing.

References:

E-commerce-The cutting edge of business, Kamlesh Bajaj and Debjani Nag, Tata McGraw-Hill Publishing Company Ltd.

- 1) *The death of physical distance. An economic analysis of the emergence of electronic market places: pp 597-614, Zabihallah Razee, Keneth R. Lambert and W.Ken Harmen (2011).*
- 2) *Electronic commerce strategy: addressing the key question: Journal of strategic marketing, Vol 5, pp 189-209, Young Chun joi, Chung Suk Suh (2012).*
- 3) *Ethical issues in electronic commerce, Journal of Business ethics: Vol 34, pp 75-85, Mauricio S. Featherman, Joseph S. Valacich & John D. Wells (2010).*
- 4) www.blackwellpublishing.com.
- 5) www.gatewayforindia.com.

