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Impact Of Online Marketing On Consumer Behaviour

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Abstract:

ONLINE marketing is nothing but a set of tools and methods used for promoting goods and services through the internet. Today in this modern era, each and every person is busy and want his/her life easy and comfortable. They prefer to shop online through internet. The main purpose of online marketing is to sell goods/ products, services or advertising over internet.

Before the introduction of the internet, business mans were using traditionally ways to promote their products such as Newspapers, Television, Radio, Magazines etc. But today the whole scenario has changed, whether it is a small business or a multinational company each one is trying to promote their goods through INTERNET.

Introduction:

Online marketing is also known as E Marketing, Digital Marketing Web Marketing, Internet Marketing. Internet offers large number of features(speed ,capacity , convenience, easy assescible etc.) that attracts number of customers towards online marketing ,Customers use internet from gathering information to shop online.. To Buy over the internet is more fun, easy ,safer,quicker and they are more confident about their ability to buy online..

Online marketing is nothing but the processwhere customers purchase goods directly from seller without any mediator involve in it.Online marketing starts with searching the online shop that sells different goods. Then buyer go to Online shop and select the product that satisfy their wants and needs. After that the shop confirm the order via E-mail with number of options of payments. They offer number of options such as Paytm, credit card, pay pal, cash on delivery etc. "Online marketing is the process of creating, delivering and communicating the value of goods and services and making it relevant so that the customers are comfortable to buy the product"

"Online marketing is a method that uses the internet to promote or transmit a message about a company's product and services to the buyers ".

The nature of Online marketing:

- Direct communication between Buyer and Seller avoiding Mediators. It provides number of alternatives to Buyer and Seller.
- It provides details of the product likecolor, features, size, shape, price and importantly it shows 3D images of the product and video preview.
- It provides global marketing services.

Objectives:

To study the behavior of the consumer towards online marketing.

To create awareness regarding online shopping.

To examine the problems ofconsumers towards online marketing.

Consumerbehaviour:

Today, it is very important and the most challenging task for the organizations to know their customers, when consumers are introduced to new technologies their behavior changes. Consumerbehavior is the study of behavior of the customers & how consumers make decisions about what they need, want, and desire and how do they buy, use, and dispose of goods. Today consumers are very intelligent and Consumer's attitude towards online marketing refers to their psychological state in terms of making purchases over the Internet.

Positive impact of online marketing on consumer behavior:

• 24*7 service: customers can shop anytime without any time limitations. As the store is open for customers 24 hrs a day,7 days a week.. They can buy the products at any time even on Sundays and festival holidays.

• Low cost of product: As the product is sold online so unnecessary expenses of advertisement, middlemen ,showroom display, &labour expenses are avoided so the product is selled at very cheap rate..

• More information is available: online marketing gives detail information of the product to consumers such as its shape, size ,color, features, price information and more important it shows 3d images and video preview..

• No need to carry money: It is not necessary for the consumers to carryhard cash with them. when consumer shop online they have number of option to pay money to the seller such as cash on delivery, paytm, online transfer, debit card etc. this is the most important benefit for the consumer..

• **Minimizes the wastage of time & physical efforts:** It helps the consumer in minimizing their efforts and time as they don't have to go in the market and shop to shop in search of the goods .This can be done easily while sitting at home ..

• **Home delivery is possible:** consumers get the product directly in their hand without any efforts. Today, each and every store whether it is a store of home appliances,furniture's,daily needs or a restaurants. Each store delivered their specific product at home.

• Negative impact of online marketing on consumer behavior:

• **Requirement of costly equipment:**It is very necessary for the consumers to have computers as well as android phones which are very costly and a layman can't afford it.Without which it is not possible to shop the products. • **Internet connection is must:**It is necessary to have internet connection without which it is not possible to purchase the goods online.

• Lack of skill and knowledge: To purchase the goods online consumer should have knowledge of handling various devices such as computers ,cell phones ,modem , knowledge of internet connections, skills how to pay cash online etc.

• **No instant trust:** when the buying and selling activity is online without any face to face communication ,thenthere may be a sort of issue related to trust . May be sometime seller can do fraud activities to sell the product.

• **Risk factor involved:** Risk is involved when consumer purchases the product online because sometimes they purchases the product which is totally different from which it is delivered at home. May be some times issues be related to size, quality, color etc.

Conclusion:

New technologies are invented with new and modern techniques of marketing. As we know that online marketing is buying and selling activity online without any face to face contact of any party. It is gaining more importance day by day. As we have studied above though it have some drawbacks but also customers want to make use of online marketing. Today's consumers are smart, intelligent and busy ,so they use number of websites to purchase their product such as flip cart, Amazon, Ebay ,Snapdeal etc.

2349-O Different types of methods and techniques are used to reach number of customers such as email, socialmedia, display advertising and many more. The objective of marketing is to reach more and more customers through the channels where they spend time reading, searching, shopping, or socializing online.

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