A STUDY ON USES OF INTERNET AND ONLINE MARKETING OF ELECTRONIC GOODS

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Abstract:

Online marketing has popularly known as internet marketing, uses interactive, the virtual spaces use to advertise and buy and sell goods and services. Additionally, modern internet-based, synchronous networking technologies have contributed to the transformation of major economic industries such as marketing. Being cost-effective, fast and enjoying an incredible global scope, internet marketing has yielded tremendous gains for various businesses. The present study focuses on the uses of internet amid impacts on marketing practice in digital era.. The paper starts with the definition of online marketing and the examination of historical context to use online marketing; various online marketing strategies, online marketing strategy. The next focal point is the marketing possibilities which prevent the implementation of this new virtual space. The study continues with analysis like, percentage, ANOVA and Fisher's test Statistics analysis to find out the uses of internet and marketing of electronic goods and also focusing of conclusion and suggestions of the study.

Keywords: Online marketing, Online marketing strategy, Internet marketing, social network marketing.

INTRODUCTION

The Internet was a significant development of the twentieth century, which was the mass acceptance of everyone in the world. Internet means a set of networks connected using protocols that are open and portable, and that enables the research community to share information. In simple meaning to expose the link between the world of academia and research and the early internet.

The origin of the internet was developed from 1959 onwards. The United States decided to form the advanced research projects agency (ARPA) under the auspices of the Department of Defense (DoD) after the USSR launched the sputnik in 1957. In 1962 Paul B. Rand authors on distributed communications networks, followed by cooperative networks of time-sharing computers,

ARPANET, NCP, DNS, DARPA and CERT etc., the internet was around for quite a few years, the commercial terms World Wide Web (WWW) by Tim Berners-Lee. The followed by (HTTP) hypertext transfer protocol it helps to simplify protocol for writing documents addresses. The next development is Hypertext markup language (HTML). It helps to the addresses to be hidden behind text and for the embedded link to be activated by click of mouse. The followed development on (CGI) common gateway interface and Java programming language which resulted in two runs on a wide variety of operating systems. It means the user is using the one browser on a different computer. At present people access to the internet more and more popular and increasingly being used for both business and personal purposes.

The internet's use in politics and election, health care, tourism and development, education, legal department and business etc., this is a new platform of birth of many new types of businesses. The internet has contributed to making it simple and smooth running of business. The successful a business today has to compete on multiple fronts simultaneously, in fact internet has added to the environment by bringing about I) different structure of distribution systems II) New rules to competition III) Changing the industry structure IV) Bringing in new competitors V) A new set of values and communication both customers and employees etc.,

At present days the Information Technology (IT), in particularly the internet created a new platform in modern business parlance that it has now come to affect the, Mission, vision, policy, strategy, Techniques and the business plan of every business organization. Electronic business (e-business) means use of the internet to network and empower business processes, electronic commerce, communication and collaboration within the organization and outside the organization and its customers, suppliers and other stakeholders.

e- businesses which is using the world wide web internet, intranets, extranets and other networks to support their commercial business activities. E-commerce (Electronic Commerce) is the helps to business process, like buying and selling of products and services, marketing of products and services with the helps computer networks.

The internet has in fact become the digital nervous system of the new economy development and the world of marketing strategy is where the effect is felt most strongly. The terms e-marketing means online marketing, internet marketing and social media marketing etc., have quite familiar to even laymen owing to use their frequent usage in popular media.

Betsy-Ann, 2000, in their research findings, internet marketing helps to process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both buyer and sellers.

Erdein, 2002, in has research conclusions the internet permits greater degree of personalization, the customer has taken over the initiative in product packing, product design and manufacturers

now fulfill a different set of roles, however this also mean that a greater degree of personalization demanded by the customer and internet helps in fulfilling this demand.

Pan et al, 2003, in his study denoted that, e-CRM electronic Customer Relationship Management, the business organizations or firm have to maintain frequently across all interaction channels and across all areas of business a customer interacts with the business. To achieve this many businesses are taking to e-CRM applications to capture, integrate and distribute data bout the customer and their interaction with the business firm among all relevant touch points and customers. The e-CRM key applications are information integration applications, campaign management applications, real time decision applications, personalized messaging applications etc.,

Alvermann & Sanders, 2019, in his research find that internet has played a key role in this revolution. Furthermore, explained in his study internet has virtual network which connects various computer from all over the world. Chaffey et al., 2009, the internet and all associated digital electronic technologies helps to achieve the marketing goals, it's reached various users at their convenience levels.

Chaffey, 2007. The online marketing as the most detailed demonstrated concept used in the implementation of digital technology word for online channels like, television, digital media, internet, wireless, mobile phone, electronic devisees networks, social media and database, etc. and to contributes to marketing world, in this effort to achieved profitable consumer acquisitions and consumer retention in a multi-channel purchasing level and customer lifestyle process. From the above point clearly find that, the concepts of conceptual relationships in online marketing mainly target on interaction and building consumer relationships.

DIFFERENT METHODS OF ONLINE MARKETING
1.   Online Advertising

The online advertising main aim is to boost sales and build the brand awareness (Hachem, Duguray and Allard,2012) the online advertisement requires the use of the web to view advertisement message on computer screen and refers to deliberates messages published on web access search engines and directories of third party websites (Barak, 2017). The internet user are empowered has the freedom to pay no attention to the advertising they click or not on internet advertising. The online marketing message using different methods the interruption function is similarly applied to online TV or online Channel and YouTube advertising, they uses this more creatively.(Meeker & Wu,2018).

2.   E-mail marketing

E - Mail marketing, this new model marketing for last one decade. The user of electronic mail to deliver promotional advertisement, picture and massage to e-mail users, it is very useful to considered one of the most effective online marketing strategies. The main advantages of e- mail marketing fast response and low cost

3. SEP (Search Engine Optimization)

The search engine optimization is one of the key strategies of online marketing, create a website that operates carefully and is well built here does not required an optimum number of visits and to achieve this goal a new type of online marketing should be implemented it's called the SEM (Search Engine Optimization). According to Dubey, 2013. Search-engine optimization can be defined as a collection of tactics and strategies used to expand the amount of traffic to a web-site by generating a high-ranking search-engine outcome page (SERP)". The significance of search-engine optimization depends on the facts that consumers will most of the time, use website traffic as a large portal to move around, the internet. (Davis & Goadrich, 2006) Explains it in this, way: "SEO 's shorts form for Search- engine Optimization can also be seen as an art or web traffic science craftsmanship of websites. In any business networking website traffic is seen as food we eat, drinking water and oxygen for survival, in short, life itself – for any networking company.

4. Affiliate marketing

This is a web-based marketing activity, specialized software or used in automated systems whereby a company rewards its associate for any user or customer transactions resulting from the activities of marketing activities of the affiliate most of the cases where the monthly check fee is monetary this strategy has been patronized for selling off-line products and services in a number of industries but the online world has increased the possibility of this process being applied drastically.

5. Social media marketing

The social media has changed a dramatic part of our lives. Social media dominating in twenty first century, giving us room to communicate our ethics and ideas in such a completely new system. Social media marketing used to describe the process of increasing network traffic or brand awareness using social media networking sites. Mainly the social media marketing focused on creating unique contents it attracts the interest and encourages, users to share it with their friends and contents. (Raja 2020.)

The social media marketing campaign succeeds in getting social media participants to access their marketing materials with people in their network that means they have obtained help from a trusted sources and will be highly regarded by the recipient clearly a promotional information, it will published by a close friend has getting the very good impact than the content generated by marketing company from the side. The social networking allowed the various forms and they allow all users to exchange their ideas and communications. (Zarella. 2010.)

6. Viral Marketing etc.,

Viral marketing is a recent phenomenon which has arisen since the internet came into being viral marketing propagates along all social networking sites and becomes a virtual mouthpiece it's a pretty cheap marketing method and if you use it, you don't have to spend huge sums of money on usually costly Project marketing. Viral marketing operates by inspiring users to post, convey and

send a marketing message; it focuses on the high pas-along form of a customer to a particular user. Viral marketing campaigns also employ creative multimedia content, including ways to promote and build brand recognition such as photographs, jokes and e-carts, etc. (Alvermann & Sanders, 2019).

RESEARCH METHODOLOGY

Objectives of the study

a)   To identify the level of knowledge and awareness of internet marketing

b)   To find out the impact of demographic variables and internet marketing of electronic goods.

c)   To find out the differences of use of internet and marketing of electronic goods.

Sources of data.

Both primary as well as secondary data were used for this study to have a better focus on objectives framed.

Primary data

The primary data was collected from the respondents through a structured questionnaire. It incorporated personal details like, age , material status and income ets.,

Secondary data

In order to focus on the theoretical background on uses of the internet and marketing of electronic goods. The secondary sources were collected from journals, Newspapers, Magazines, Articles, Books and various websites etc.,

Data Collection procedure

A total of 400 questionnaires were issued through the personal contacts, after obtaining the permission distributed to the respondents. The completed questionnaire were received 386 which represent 96.5% of respondents but, only 372 questionnaire were used for the study, the remaining questionnaire discarded because partially filled and defective responses.

Hypothesis

a)   There is no significant difference between demographic variables and marketing of electronic goods.

b)   There is no significant difference between use of the internet and marketing of electronic goods.

Polite study

The polite study was conducted for the study, to know the accuracy of the data and variables. The polite study score 0.894. The chronpha alpha score highly satisfactory and proceed for the main research.

Selection of electronic goods for the study

The purpose of for this study the term electronic goods used here basically to refer to the commonly used in the term consumer electronics, which include the following products like, TV, Printer, computer, Mobile phone, laptop, washing machine, microwave ovens and air conditioning devices, etc., the electronic goods controlling the flow of electrical currents for the purpose of information processing and system control. The electronics companies always engaged in the business, both production and marketing of these were targeted for this study.

ANALYSIS AND DISCUSSIONS

Table 1: DEMOGRAPHIC VARIABLES

S.No.	Particulars	No of Respondents	Percentages
1.	Gender		
	Male	207	55.60
	Female	165	44.40
	Total	372	100
2.	Age		
	Below 20 years	79	21.24
	21 years to 30 Years	92	24.73
	31 Years to 40 Years	76	20.43
	41 Years to 50 Years	83	22.31
	Above 50 Years	42	11.29
	Total	372	100
3.	Marital Status		
	Married	246	66.13
	Unmarried	126	33.87
	Total	372	100
4.	Education qualification		
	Under graduate	134	36.24
	Post graduate	98	26.34
	Professional	79	21.23

	Others	61	16.39
	Total	372	100
5.	Family Annual Income		
	Up to 3,00,000	84	22.58
	3,00,001 to 5,00,000	116	31.18
	Above 5,00,000	172	46.24
	Total	372	100
6.	Usages of Gadgets		
	Mobile phone and Tab	124	33.33
	Computer	131	35.22
	Laptop	117	31.46
	Total	372	100

Sources: Primary data

Inferences

1. The table fined that 55.60% of the respondents belongs to Male respondents and 44.40% of respondents were female. The male respondents were more than the male respondents.

2. Age of the respondents shows that, 21.24% of the respondents were belongs to below 20 years of their age group, 24.73% of the respondents were belongs to 21 years to 30 years, 20.43% of the respondents were belongs to 31 to 40 years, 22.31% of respondents were belongs to 41 years to 50 years and 11.29% of the respondents were belongs to above 50 years of age group.

3. The table fined that 66.13% of the respondents belongs married and 33.87% of respondents belongs to unmarried.

4. Educational qualification explained that, 36.24% respondents were undergraduate, 26.34% respondents were postgraduate, 21.23% respondents were professional degree, 16.39% respondents were others like, ITI, Diploma etc.,

5. Family annual income explained that, 22.58% of the respondents were family annual income has up to 3,00,000, 31.18% of the respondents were family annual income has up to 3,00,001 to 5,00,000 and 46.24% of the respondents were family annual income has above 5, 00,000.

6. Respondents' usage of electronic gadgets shows that, 33.33% of the respondents using mobile phone and tab, 35.22% of the respondents using computers and 31.46% of the respondents using laptop.

Hypothesis

Null Hypothesis:

There is no significant difference between demographic variables and marketing of electronic goods.

Alternative Hypothesis:

There is significant difference between demographic variables and marketing of electronic goods.

TABLE SHOWING THE DIFFERENCE BETWEEN DEMOGRAPHIC VARIABLES AND MARKETING OF ELECTRONIC GOODS.

Sl. No.	Particulars	Mean Value	P/t - Value	Significant	Level of Significant
1.	Gender				
	Male	73.65	2.614	0.000**	Significant at 1% level
	Female	72.91			
2.	Age				
	Below 20 years	73.62	0.957	0.248	Not Significant
	21 years to 30 Years	73.94			
	31 Years to 40 Years	74.68			
	41 Years to 50 Years	74.59			
	Above 50 Years	73.82			
3.	Marital Status				
	Married	72.65	1.615	0.0246*	Significant at 5% level
	Unmarried	74.36			
4.	Education qualification				
	Under graduate	68.52	.971	0.861	Not Significant
	Post graduate	66.15			
	Professional	72.36			
	Others	69.54			
5.	Family Annual Income				
	Up to 3,00,000	71.51	1.377	0.000**	Significant at 1% level
	3,00,001 to 5,00,000	73.68			
	Above 5,00,000	74.29			
6.	Usages of Gadgets				
	Mobile phone and Tab	69.21			

Computer	68.35	.971	0.861	Not Significant
Laptop	68.27			

Inferences

From the above table explained that, the gender categories of the respondents were highly influencing the marketing of electronic goods, therefore there is significant difference between the gender and marketing of electronic goods at 1% significant level. The age categories of the respondents were not influencing the marketing of electronic goods, therefore there is no significant difference between the age and marketing of electronic goods. Marital status of the respondents were highly influence the marketing of electronic goods, therefore there is significant difference between the marital status and marketing of electronic goods at 5% significant level. Educational qualification categories of the respondents were not influencing the marketing of electronic goods; therefore there is no significant difference between the qualification and marketing of electronic goods. Annual family of the respondents were highly influencing the marketing of electronic goods, therefore there is significant difference between the annual family income and marketing of electronic goods at 1% significant level. Usage of gadgets of the respondents were not influence the marketing of electronic goods, therefore there is no significant difference between the usage of gadgets and marketing of electronic goods.

Hypothesis:

Null Hypothesis

There is significant difference between use of the internet and marketing of electronic goods.

Alternative Hypothesis

There is no significant difference between use of the internet and marketing of electronic goods.

The total sample 372 the sample consists of customer and businessman included

Respondents	Strongly agree	Agree	Neutral	Dis Agree	Strongly Disagree
Business	248	85	17	22	0
customer	224	113	8	17	0

Using fisher's exact (2X2) Test, as one cell entry is less than five hence the use of chi-square is not advised.

Testing at level of significant =0.05

$$p = \frac{(a+b)!(c+d)!(a+c)!(b+d)!}{a!b!c!d!n!}$$

p = P-value
a, b, c, d = values in a contingency table
n = total frequency

However, a computerized test SPSS version 21 is being performed here

Fisher's test Statistic value is =0.00214

The significant at 1% level, Therefore, there is significantly influencing use of the internet and marketing of electronic goods.

Suggestions and Conclusions

Present marketers need to treat the domain of Online Marketing as an entirely new ecosystem, with all its characteristics and then along they can truly reap its benefits. The marketers also need to be open to collaboration co - co-operation and co-creation, as they are likely to be the cornerstones of the future, especially with the greater role played by third parties and applications in the present contemporary settings. Also relevant is the rank openness about collaborating with even unrelated, but popular players/platforms, as it can help in enhanced profiling of the digital consumers and can help in cross selling also. More focus on consumption side data would offer greater opportunities for the corporate sectors or businesses. Compared to desktop-based access, mobile enable access will be the driver of the e-marketing efforts, thus a shift is inevitable.

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