

Chapter-08

A RESEARCH STUDY ON INTERNET MARKETING

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ABSTRACT

Internet marketing encompasses a wide range of activities, including search engine marketing (SEM), search engine optimization (SEO), banner advertising on specific websites, email marketing, and Web 2.0 strategies, to name just a few. Internet marketing is the promotion of goods and services via the web. Internet marketing is credited with getting its start in the early 1990s with text-based websites that provided product information. More and more people are using the internet to buy and sell goods, as well as services such as advertising, stock trading and matchmaking. Some companies, such as Google, Yahoo, Amazon, Alibaba, and Youtube, have revolutionised internet marketing.

Keywords: *Internet Service, Word of Mouth, Word of web, Consumer, Marketing Strategy.*

INTRODUCTION

You have to know where to find the fish in order to be a successful marketer. Connecting with your customers and prospects online is what it means to be successful today. Online programmes that perform better and meet company goals for lead generation and brand exposure have already been integrated into traditional marketing programmes by many marketers. Internet marketing is the name given to this approach. Companies in India are taking advantage of the growing popularity of the internet by utilising this strategy to its fullest extent.

Internet marketing has exploded in popularity in recent years thanks to the explosion of the internet. Things appear to be getting better in India. Seven years ago, Internet access was restricted to just a few major cities and was entirely controlled by the government. There was an agonisingly erratic connectivity provided by VSNL, the agency responsible for Internet activities, and the DOT (Department of Telecommunications). Dial-up connection rates were as low as 5%, and users were frequently disconnected from the service. And the prices were among the highest in the world for this shoddy service. Only a few companies could afford to lease lines that cost more than \$2000 per month for a 64 Kbps line for domestic users. After three years of government monopoly, there were only 150,000 Internet connections in India at the end of 1998.

It's no longer solely the government's domain. Dozens of small to large Internet Service Providers have opened shop, resulting in a price war and an increase in quality of service, respectively. In the next three years, the number of users is expected to rise to

100 million. With a good salary and a spotless workplace, the Internet is the new frontier of wealth for the middle class.

DIFFERENT THINK MODELS

An increasing amount of Indian software is exported each year, and the industry is booming. A rapidly expanding market for high-quality Internet infrastructure exists in India, and this demand is expected to continue in the near future. Marketers began exclusively promoting their products via the internet as a result of the enormous potential it offers. Consumer to consumer marketing, business-to-business marketing, business-to-retailer marketing, and business-to-business marketing are all forms of internet marketing that take place across four major internet domains (consumers to business).

B2B

The supplier-customer relationship is undergoing significant transformation as a result of B2B websites. Online commerce research firms Forrester and Gartner estimate that the B2B market is 10 to 15 times larger than the B2C market.

B2B websites have a positive impact on market efficiency. It used to take a lot of time and effort to find out about the world's best suppliers in the past. Buyers now have access to far more information thanks to the internet. It is possible for them to obtain information from: third-party intermediaries, or "infomediaries," who bring additional value by aggregating information about alternatives. Customer communities exchange stories about suppliers' products and services, while market makers create markets that connect buyers and sellers.

Business-to-business (B2B) transactions are also on the rise, although current and projected volumes cannot be accurately estimated. For Indian companies looking to expand into the global market, the Internet offers a cost-effective means of communication that has previously slowed down trade. Email and the Internet are available around the clock. In addition, the Internet enables the large and rapidly expanding software industry to connect with customers, solve problems in real time, and transfer products instantly with a single click of a mouse.

B2C

Consumer electronics, books, music, and airline tickets have all been among the most frequently purchased items. When a shopper is looking for greater convenience or lower prices, the internet is the best place to find them. Buyers can use it to learn about

product features and prices. For products that need to be handled or examined in advance, the internet is less useful. But there are exceptions to this rule. Furniture from ethanallen.com, major appliances from sears.com, and expensive computers from dell or getaway can all be purchased without first trying them out. Consumers who shop online are more likely to be younger, wealthier, and better educated than the general population. However, as more people gain access to the internet, the demographics of the online community are diversifying. The exchange process in the age of information has become customer-initiated and customer controlled.

C2C

Web-based consumer-to-consumer interaction is widespread and covers a wide range of topics. Agriculture.com is a good example of a website where farmers can find commodities prices, farm news, and a variety of chat rooms. As many as five million people visit the site each month. E-mail, a digital post office, is the most common C2C channel.

There has been an increase in online visitors creating product information rather than merely consuming it. For the first time in history, the "word of web" is outpacing "word of mouth" as a significant influence on purchasing decisions. There is a strong correlation between the spread of good news and the spread of bad news.

Using eBay as an example,

C2B

Getting in touch with businesses has become much more user-friendly for customers as well. Companies often encourage customers and prospects to contact them via e-mail with questions, suggestions, and even complaints about their products or service. When a customer clicks on a "call me" button on a website, a customer service representative answers the phone. These messages can theoretically be responded to quickly by customer service representatives. There are still some online merchants who do not respond quickly enough when customers send them a message. By sending newsletters, special product or promotion offers based on purchase histories, reminders of service requirements or warranty renewals, and announcements of special events to their customers, smart online marketers can respond quickly.

C2C and C2B are not as popular in India as they are outside of India.

It is clear from these models that internet marketing has undergone a dramatic shift in structure and importance. For marketers, the Internet has been a godsend. There

are many subcategories of Internet marketing, but the two most prominent are paid and unpaid. There is a price to pay for immediate traffic. The goal is to get away from paid traffic as quickly as possible. "Necessity" may be the mother of all invention, but Internet Marketing has proven to be a pivotal development in the history of global markets, as the adage goes.

REVIEW OF LITERATURE

Traditional and internet marketing are compared in terms of their structure differences. According to (Ching-Yaw Chen, 2006), the internet has evolved into a distinct business environment as a result of the growth of business society and the advancement of information technology. In the meantime, the internet-based business activity of e-commerce has become a marketing strategy that many companies are interested in pursuing. Traditional marketing and internet marketing of e-commerce are examined in this article. The results of the research show that the significant difference between them comes from the combination of traditional marketing (4Ps: product, price, location, and promotion) and internet marketing. [source: study results] (8Ps: 4Ps plus precision, payment, personalization and push and pull). Traditional marketing and internet marketing can be traced back to one another thanks to the work of a team of researchers who worked together to coordinate their research.

- The difficulty of planning and implementing a successful cyber marketing strategy.

Cyber-marketing strategies and the implications for organisations in the post-Net era are discussed in this conceptual paper by Ashok Ranchhod, Calin Gurau, Ray Hackney (2004), which revisits earlier research to outline contemporary thinking. Proactive approaches to marketing can gain insight into the complexities and uncertainties of key channels and new mediums using the frameworks identified in this report. The paper's focus is on the implementation of internet-based strategies that can be effectively implemented. Consider how the online transaction channel will affect the company's systems, procedures, and goals when implementing a cyber marketing strategy.

An investigation into ethical internet marketing: a research plan. These findings from a study conducted by (Sally Rao, Pascale Quester, 2006) reveal that, like other business practises, internet marketing has come under fire from social commentators and consumer groups. A survey of internet users reveals a number of ethical issues that need to be addressed by researchers and practitioners alike. The results of that survey were used to develop an agenda of issues that researchers and practitioners should focus

on. Ethical considerations and a critical examination of the planning and implementation of internet marketing practises are examined in this paper. Ethical issues arising from specific e-marketing strategies and practises are examined in this paper. Marketing managers may consider the ethical implications and consequences of various strategies and practises when making decisions. A survey is used to determine which issues are most important to consumers, based on their perceptions. Coherence issues in internet marketing standards. Patricia Ryan (2004) examines the tangle of institutional issues involved in building trust in internet marketing standards in her paper "Building Credibility for Internet Marketing Standards." Self-regulatory claims are examined in the context of competing internet worldviews, weak moral coherence, and offline ambiguity about respective institutional roles, especially in terms of moral dimensions of concepts of regulation and self-regulation.. Formal regulation and ethical responsibility are not diminished by the nature of the internet. Internet marketing standards need to be grounded in greater institutional coherence between the regulatory and non-regulatory systems.

- Challenges faced by companies as they transition to the next generation of the internet

Although the NGI has already been implemented, only a small percentage of enterprises are taking advantage of it, according to a study by (Wen-Lung Shiau, Han-Chieh Chao, and Ping-Yu Hsu, 2005). There must be a flaw in the NGI. The testing bed for NGI is constructed in this paper. The current network environment and an NGI environment are set up to simulate a real business on the internet during tests. Overall, NGI's environment has not yet caught up with the network's capabilities. It is imperative that the NGI infrastructure, including ISP support, development tools, and enterprise applications, be continuously improved in order to remove the challenges that businesses face when transitioning to NGI.

- Consumer empowerment and internet marketing interactions: a game of cat and mouse.

An investigation of the relationship between consumers and the market is the focus of this paper (Inma Rodriguez-Ardura and Francisco J. Martinez Lopez, 2008). Since the beginning of commercial use of the internet, researchers have wondered if customers have more clout and whether electronic markets are more efficient as a result of this. These questions still haven't been answered definitively. Research in this area examines how consumers and businesses compete for power online. The work examines the sources of consumer empowerment on the internet and the marketing initiatives that companies develop, which can in some cases diminish the power of consumers. In light

of evidence from the literature that examines their alleged greater efficiency, the impact of these two factors on electronic markets is also examined in this work. Various sources of power for the online consumer are identified in the paper, and the paper emphasises that different groups of consumers exercise this power at different levels of intensity.

- The influence of buyer perceptions and the context in which they are used to the internet

Business-to-business marketing is increasingly reliant on the internet. Therefore, there is a need to better understand how it affects inter-firm relationships. Industrial buyers' internet use is examined in a paper by Thomas Tellefsen and Alan Zimmerman (Thomas Tellefsen, 2004). There was also a survey of 100 industrial buyers conducted in the paper to examine factors that may influence a buyer's willingness to use the internet. According to the findings, the likelihood of an industrial buyer using the internet is influenced by the buyer's perceptions of value and trust, as well as situational factors like product type, decision stage, and the buyer's overall experience online. These findings have ramifications for the way industrial marketers design their websites and integrate their internet strategies with their more traditional marketing programmes. Adoption of Internet Marketing: factors influencing website sophistication 500 major European companies were compared in this study (Maria Teresa Borges Tiago, Jose Antonio Cabral Vieira, Joao Pedro Almeida Couto, Flavio Borges Tiago, 2007). According to the paper, IM can be measured using various patterns of website sophistication, as well as the influence of context variables. According to previous research, it has been proposed to use website features to gauge the level of sophistication of a company's online presence. When it comes to organisations and academic research, the internet has become an increasingly important source of information.

- Internet users' perceptions and intentions regarding ebranding. "

Kevin Lee and Kenneth E. Miller (2006) set out to empirically examine the impact of internet users' general attitudes toward internet advertising and the degree of product involvement on their attitudes and behaviours. Banner ads and corporate websites of varying creative content and message appeal were used in this study. An online survey with a sample size of 245 was used to collect the data. Researchers found that users' attitudes (towards a site or brand) and behavioural intentions are positively influenced by the general attitude toward internet advertising and the level of product involvement they have. Researchers found that users' perceptions of corporate websites are shaped by their attitudes toward online advertising in general and their level of engagement with it specifically.

- A hybrid multi-channel approach to internet marketing: think globally, act locally.

In this piece (Jeffrey Dilts, William J. Hauser, and Douglas Hausknecht, 2006) In 2005, 75 percent of the world's online market is expected to come from outside the United States, according to a forecast. However, assuming that a 'one size fits all' approach to e-Marketing will be effective on a global scale is a grave mistake. There are cultural differences in how people use the internet to make and implement purchase decisions in different countries and even different regions of the same country. It's critical to keep in mind that cultural differences can have both material and non-material effects on consumer choices (customs, attitudes and laws). Because of this, successful online businesses must take the time and effort to identify, understand, as well as incorporate local cultural nuances into their plans in order to succeed. The internet can be used to enhance preferred local purchase decision-making and behaviour patterns in hybrid multichannel approaches. Cross-border alliances are recommended in order to reduce costs while increasing the understanding of local cultures. Allowing businesses to focus on local markets while expanding globally in an increasingly multi-channel world will allow them to thrive. Academics and practitioners should concentrate their efforts on the lucrative role that multichannel, click and mortar approaches can play in the global marketplace, the authors conclude.

SUMMARY OF THE PROBLEM

Additionally, Derby footwear India pvt Ltd. is planning to conduct its business online as well. Is it really worth spending a million dollars to establish a company's online presence? That's a big question. Do the internet's benefits outweigh its drawbacks? This study will examine the rise in sales percentage as a result of the adoption of internet marketing. It will also be determined if internet marketing has a place in B2B commerce. According to the literature review in the previous chapter, there has been no investigation into internet marketing. A research study on internet marketing was therefore developed by the researcher on his or her own initiative.

JUSTIFICATION

We are all aware of the rapidity with which the world is changing due to technological advancements. The human race has been replaced by machines. Because of this technological advancement and the constant advancement of the technology, 'Internet Marketing' is becoming increasingly important. It is the goal of Internet marketing to not only meet the needs of millions of people in a short period of time, but to also increase customer satisfaction. As a result, it is critical that aspiring marketers grasp the significance of Internet Marketing. As DERBY FOOTWEAR INDIA PVT.LTD.

plans to conduct its business online, too. As a result, a company must be aware of the benefits and drawbacks of conducting business online in order to determine whether or not it is worth investing significant resources in doing so.

OBJECTIVES

The following are the aims of the project work: To learn about all aspects of internet marketing. In order to determine whether or not internet marketing is beneficial to a business. To offer advice in the event that any weak spots are discovered.

COMPANY DOMAIN

In 1996, Derby footwear India pvt. Ltd. was founded. MR. Manjeet Kapur, Mr. Ajay Kapur, and Ms. Anju Kapur were the three founders of the company. It makes a variety of footwear and distributes it to wholesalers across India via a network of sales representatives. A wide range of states in India, including Madhya Pradesh, Orissa, Mumbai and the southern states of Uttar Pradesh, Uttaranchal, Haryana, and Punjab, sell the footwear we make and import it.

Under the LANCIA umbrella brand, it sells floaters to school. Customers can expect to pay a reasonable price for high-quality products. One of the company's certifications is the ISO 9001-2000. There are between 200 and 250 people working at the company. In particular, the company specialises in the production of footwear soles made of flexible PVC.

LIMITATIONS

Quantitative methods were not used in this project study. Because of this, quantitative analysis was less frequently employed. The qualitative analysis has been completed to a greater extent. Respondents' knowledge greatly influences the quality of the information they provide. To be fair, the results of this survey were only based on a small sample of people in Delhi, Haryana, and the surrounding area.

RESEARCH METHODOLOGY

When it comes to finding the answers to questions, "research is an organised and systematic approach." Systematic in the sense that it follows a predetermined set of guidelines and steps. In the sense that there is a method or structure to the research process. It's a pre-arranged procedure, not something that happened on its own. It has a narrow focus and is focused on a specific area. The goal of all research is to uncover the truth. Successful research yields results, whether they are hypotheses tested or basic

questions answered. Even if the answer is "no," it's still a response. Accordingly, the study's research design is as follows.

RESEARCH DESIGN

It is common for descriptive research to be used when the problem is well-structured and there is no intention to investigate cause-and-effect relationships. Preliminary findings from exploratory research should be described in detail in the descriptive stage. It's possible that the goal is to elicit more personal descriptions. When these kinds of generalisations start to merge, it becomes worthwhile to explain them, which eventually leads to theory development. Using a descriptive approach, this study's findings will be summarised. These two variables are shown to be connected in the descriptive study. An investigation into the profitability of internet marketing is a descriptive study. The question of whether or not internet marketing is beneficial to a company was clearly defined in this study. Does the company have to build its own website? The question is whether or not a company should invest in internet marketing. As a result, the issue is clearly defined and will be examined and interpreted in this study. As a result, the research is classified as a descriptive one.Q

SAMPLING METHOD

Convenience sampling is the sampling strategy employed in this study because it is the easiest and most convenient for the researcher.

STATISTICAL TOOLS USED FOR ANALYSIS

The researcher carries out analysis through various statistical tools. The statistical analysis is useful for drawing inference from the collected information.

1. Simple percentage analysis through
 - a) Pie charts
 - b) Bar diagrams.
2. Return on investment.

Pie charts and bar diagram are utilized as they clearly shows the percentage break up of responses given by respondents.

DATA SOURCES

For the research purpose, both primary and the secondary sources of data have been used. Primary- questionnaire and interview- oral and telephonic.

Primary Sources of Data

Interviews with internet users are the primary source of information. Questionnaires were used to gather the primary data. The following are the primary aims of the two questionnaires used in the research:

1. In what ways does the internet influence consumer behaviour and purchasing decisions?
2. What are the advantages of online marketing for a business?

There were nine questions in the first questionnaire that was created. Dichotomous, multiple, and open-ended questions were among the types of questions included in this questionnaire. There was only one open ended questionnaire to collect better reviews because it was designed for the general public and they find it easier to answer dichotomous questions. A total of 100 people completed the survey, which was administered in Delhi and the surrounding area in order to ensure a more thorough examination. In terms of gender, age, and income, the respondents are diverse.

In order to gauge customer interest in internet marketing, a second questionnaire was created for them to complete. Among the nine questions are dichotomous, multiple and open-ended questions. There was also the use of a Likert scale. A total of 50 people were surveyed, with 20 of those being interviewed by phone.

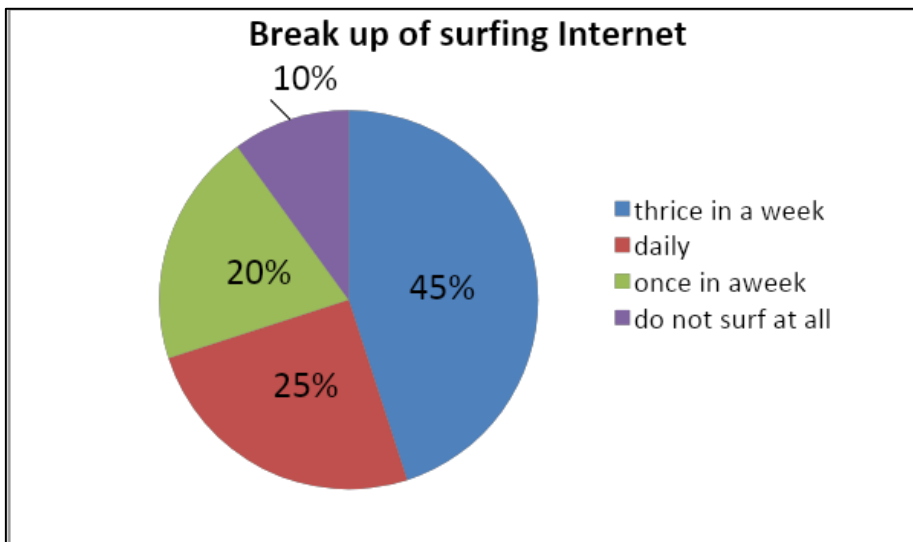
Secondary Sources of Data

Reports from government agencies and corporations who commission or conduct research have gathered secondary data. Their findings, once they were published, proved to be an invaluable resource. These are particularly useful for the most current information. Literature reviews often use them because they provide a concise and current format for research. The Internet is the most rapidly expanding source of information. The internet has also been tapped for information. Secondary research is by far the most common method of collecting data. A primary researcher or a distributor of primary research provides the information needed for this process to take place. In other words, using data that has already been gathered by others. Reference materials and websites are among the secondary sources that will be used in the project.

RESULTS AND DISCUSSIONS

1. How often do you surf the internet?

Internet is a new buzzword for the Indians. In a survey, out of 100 respondents, 45 respondents surf internet thrice in a week and only 10 averred that they do not surf at all.

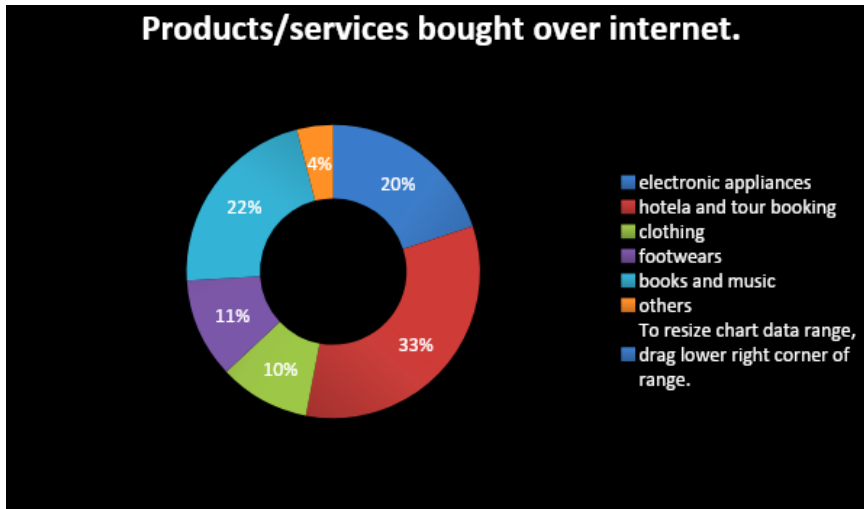


The Reason for Increment in Surfing Internet Are-

1. Popularity of internet has increased tremendously in past few years.
2. Numbers of options are increased for surfers such as social networking, shopping at convenience on online and free information can be accessed online 24 X 7 through internet.

2. What kind of products or services have you bought over the internet?

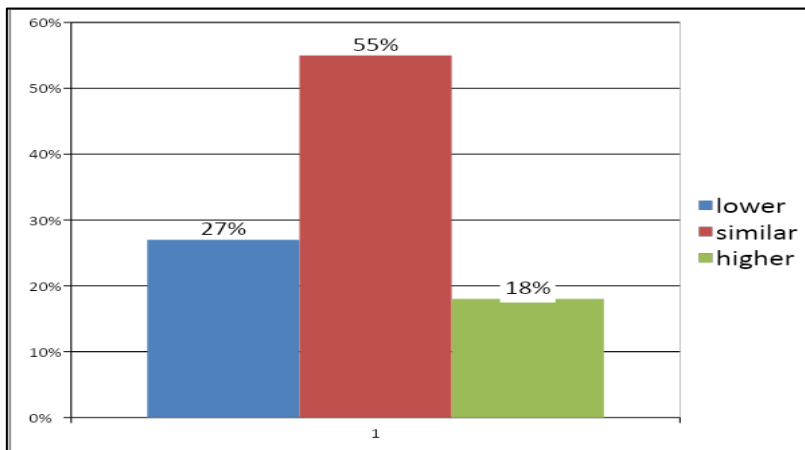
Products and services can now be purchased online. The vast majority of travellers chose to book their accommodations and travel arrangements online, citing the ease and convenience of doing so. In a poll, people voted the same way because it was convenient for them. Due to their low degree of customization, consumer electronics, books, and music are easier to purchase online. DELL Company, for example, offers completely customised laptops and customers via its website. Of the 100 people who responded, 20 chose electronic appliances because they are easy to buy online and come with a warranty. The hotel and tour booking option was chosen by 33 people. Only 11 of those polled claimed to be able to shop online.



3. How do you find the product's prices over the net as compared to the regular prices in the market?

When making an online purchase, consumers are known to shop around for the best deals. The majority of consumers (55 of them) said they were able to find comparable prices online and in-store. 27 people said they shop online for lower prices, while the rest said they prefer shopping at a brick-and-mortar store. The reason for this is that "there is a lot of competition on the internet, as one can easily conform prices without any extra cost," according to the majority of those who responded. So, the prices of the products on the market are generally the same.

Comparison of Prices on Internet With Respect To Market

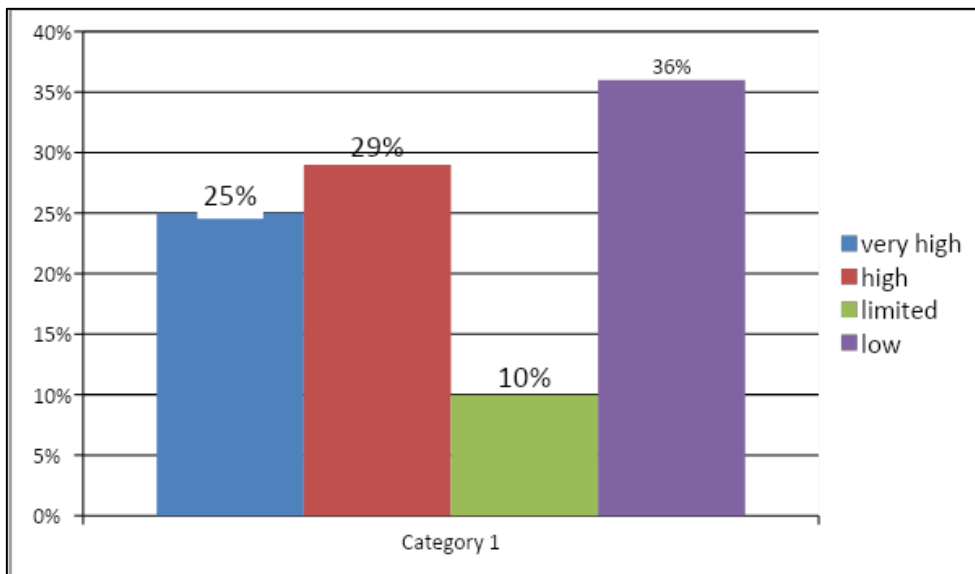


4. What was the level of satisfaction in buying over the net?

Moreover, the level of customer satisfaction when purchasing online was quite high. 54 percent of respondents said they were satisfied, with their satisfaction level ranging from high to extremely satisfied. However, 36% of respondents stated that they were dissatisfied with their online shopping experience. It was found that those who chose a lower level of satisfaction were more likely to be older people. While some people may still prefer to shop in person because they can see and feel the products they're purchasing, others may prefer to shop online.

Because of the ease, convenience, and speed of online transactions, customers were extremely satisfied.

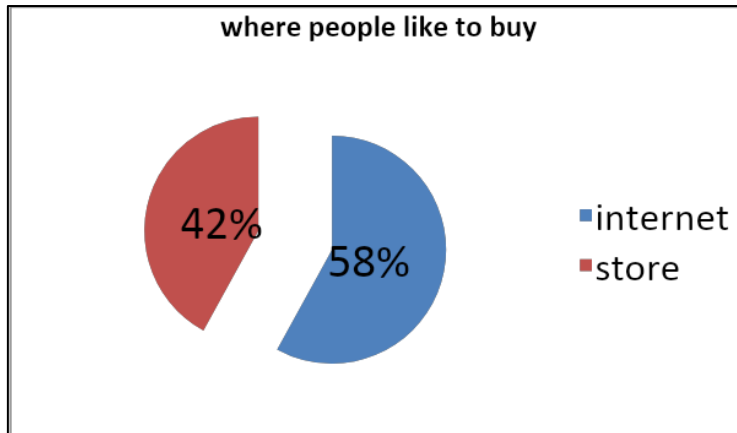
Satisfaction Level While Purchasing Online



5. Would you prefer buying on the net or in a store?

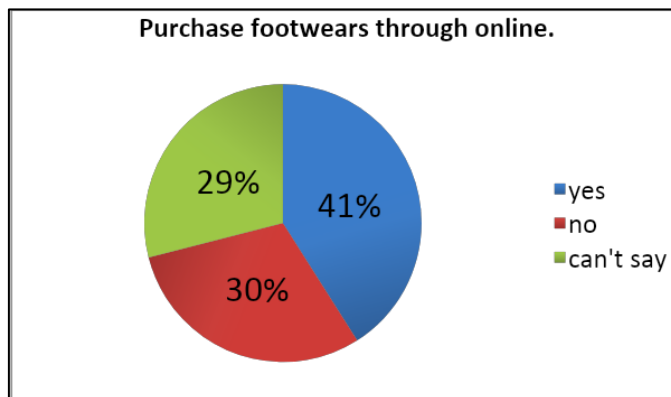
When it comes to happiness and liking in purchasing things, respondents opted for the internet. On the internet or in a brick-and-mortar store, the question was asked. Internet was preferred by 58 out of 100 respondents. In light of the positive aspects of the internet, many people prefer to shop online rather than in a store because it takes less time. Internet shopping can be done from home with just a single broadband connection. 2. A method of payment, such as a credit card.

It's possible to see what you're getting when you shop in a store, which is why 42 people chose this option. When it comes to clothing and accessories, they can actually try them on before they buy them.



6. Would you like to purchase footwears through online?

Aside from the fact that they come in many different sizes and shapes, shoes are generally more personalised. When asked if they would buy shoes online, 41 percent of respondents said yes. A proper website display of the product, with all of its details, is required. More than a third of respondents (31%) stated that they would not purchase footwear online, while the remaining respondents were unsure of their decision.QD



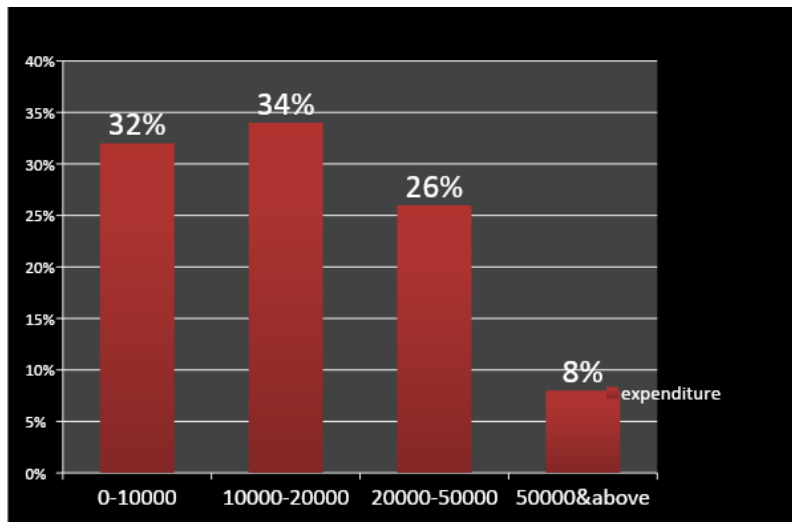
7. Is it convenient to buy on internet as compared to traditional way?

The amount of money Indians are spending on the internet has increased dramatically in the last five years. There were eight people who spent more than Rs 50000 on internet shopping in a year, and 26 people who spent between Rs 20000 and Rs

50000. 32 people said their annual spending is between \$0 and \$10,000, while 34 people say their annual spending is between \$15,000 and \$20,000 on average. Internet spending may rise for a variety of reasons, including the following:

In addition to being more convenient, internet shopping is becoming increasingly popular.

The overview of internet spending of people is shown below:



There were also a few open-ended questions, such as how can Internet marketing be improved to better meet customer needs?

According to the responses, there are a few ways to improve internet marketing in order to better serve customers: Proper product presentation and information on the website, such as the product's uses and applications. If there is a plan in place, it should be made clear.

To ensure customer satisfaction, proper credit card security measures must be in place. When asked what they expected to see in internet marketing in the future, many of the respondents gave vague answers, but the following are some of the more reasonable ones:

1. In the future, people will be able to shop online from pin to plane. Buying groceries and other necessities is a cinch.

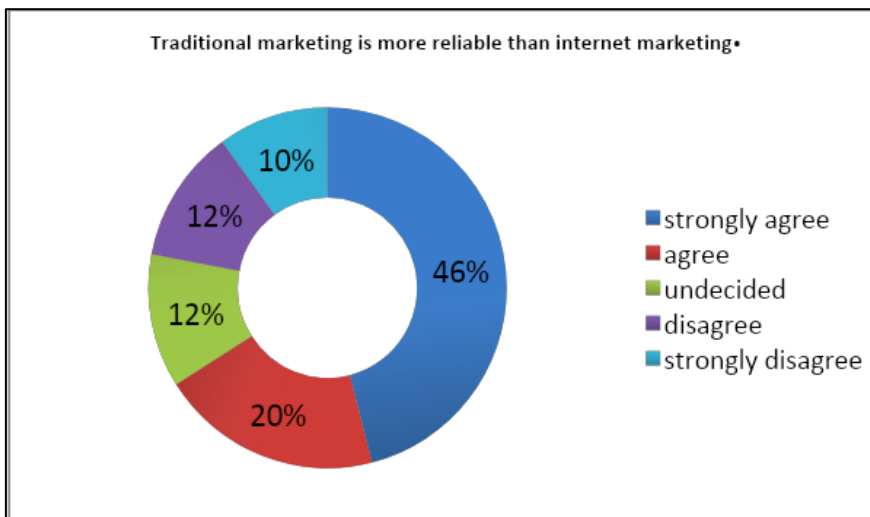
Consumers expect a virtual market to be everywhere in the future, so there won't be any roadside markets.

Results from 2nd questionnaire (company's customers)

For measuring the effectiveness of internet marketing, it is mandatory to compare it with traditional marketing.

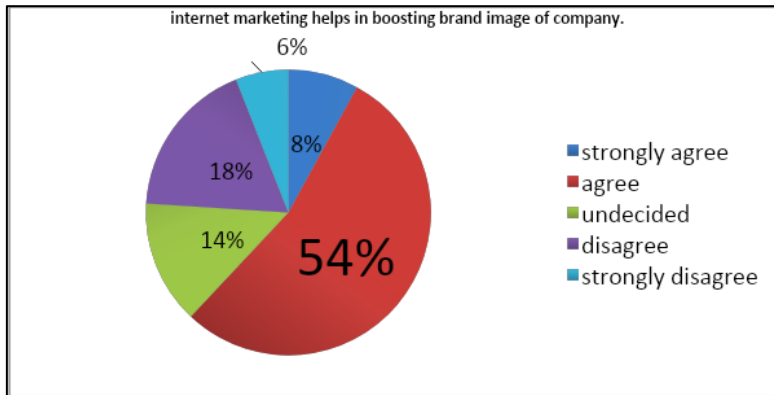
1. Traditional Marketing Is More Reliable Than Internet Marketing

In a poll of 50 loyal customers, 33 said they believed traditional marketing to be more reliable than internet marketing, with 23 strongly agreeing with this statement. The rest of the respondents disagreed. Only six people were unsure. More than a third of the respondents disagreed with the statement, saying that internet marketing has the potential to overtake and outperform traditional marketing. Those customers who stated that they believe traditional marketing is more trustworthy than the internet because they believe that traditional marketing has a wider range of strategies that can be implemented more easily.



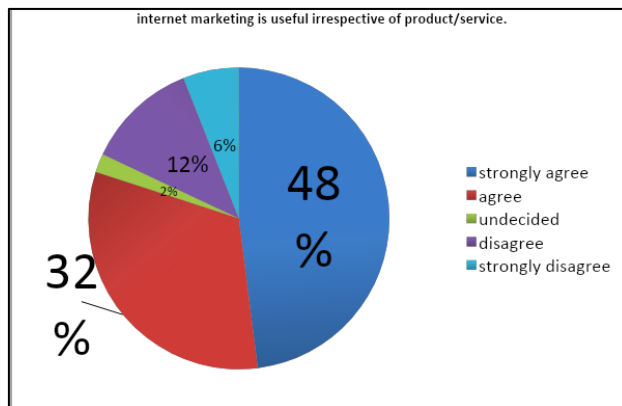
2. Internet marketing improves the brand image of the company.

Twenty-seven of the respondents agreed that internet marketing helps to improve a company's image. An organization's visibility in a highly competitive world can be improved through internet marketing. A company's value and brand image are enhanced by this practise, according to four of the survey participants. A mere 12 people disagreed with this assertion. Only 14% of those polled were in agreement or disagreement with the statement. To compete in today's market, a company must be as visible as possible. Customers agree with this statement.



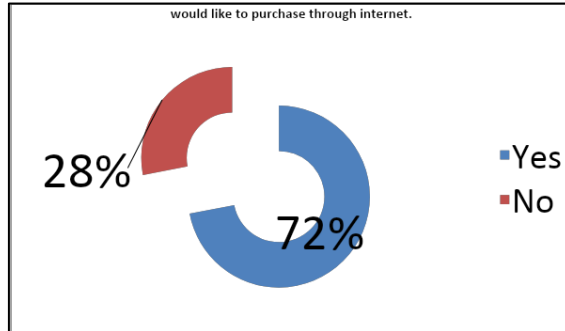
3. Irrespective of product/service, internet marketing is useful?

According to a question, can Internet marketing be used to promote any product or service? One-sided outcome. The statement was supported by 40 of the respondents, 24 of whom strongly supported it. Only nine of the survey participants disagreed with the findings. So, regardless of the product or service, it was evident that internet marketing is extremely beneficial. However, there are a few items or services that can be helpful in internet marketing. For this medium to be cost-effective, products aimed at young, male audiences in large cities would be most likely to benefit from the Internet's widespread use. What comes to mind is a wide range of examples from the worlds of telecommunications and financial products and services to entertainment-related goods and services like movie tickets and play tickets, as well as FMCG products like deodorants and soft drinks aimed at a younger demographic.



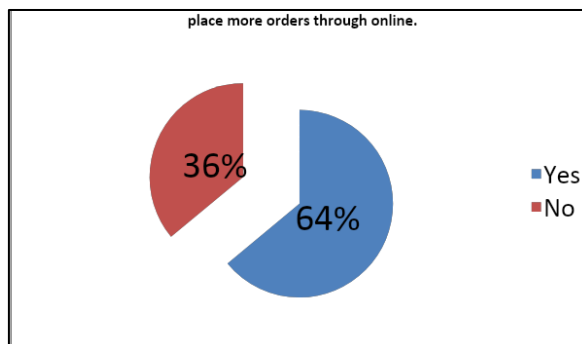
4. Would you like to purchase on internet?

Customers of the company were surveyed and asked if they would prefer to shop online. Most customers said they would buy from the company if it started selling online. If the company ensures proper security checks on the website to avoid payment fraud, 72% of respondents said they would definitely start purchasing online. Only 14 people opted out of making a purchase online. Customers agreed to make purchases online because doing so would make it easier for them to place orders by mail or by selecting products directly from the website.

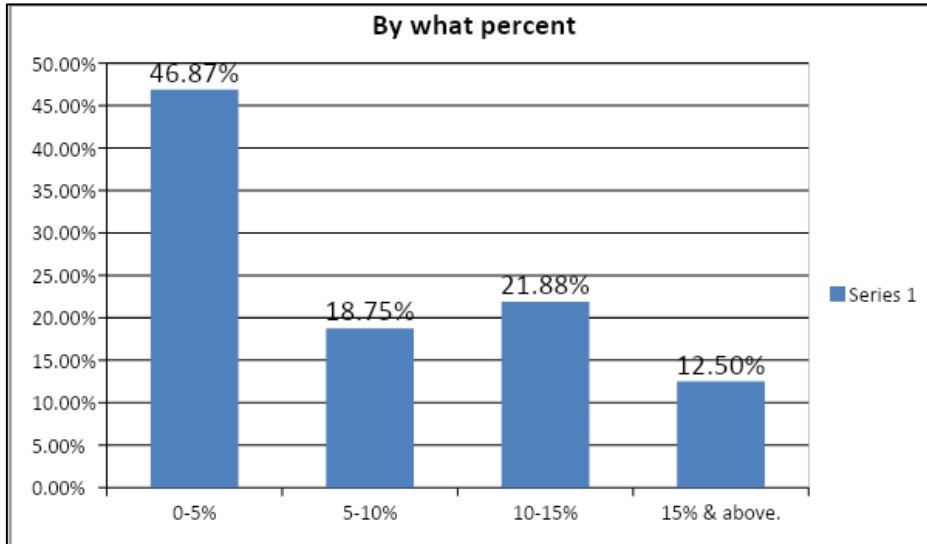


5. Will you place more orders, when you purchase through internet and if yes by how much percent?

Customers of D.F.I.P.L were asked if they would purchase more products online or not. One-fourth of those polled, or 32 out of 50, indicated that they planned to make additional purchases, as illustrated in the second diagram from the bottom. The remaining one-third, or 18 customers, indicated that they would not make additional purchases or would make the same number of purchases as they had previously. Customers will place more orders on the internet because it will save them time and money by eliminating the need to transport goods.



For the better understanding of how many customers out of sample size agreed to place more orders and by how many percent, diagram has been prepared and table has been prepared for the clear picture of the number of customers. Below is a clear mark -up of 32 customers who want to place more orders through online.



With the help of data of 50 customers, analysis will be done on the return, if company invests amount in internet marketing.

Serial No.	Increase in no. of orders	Percentage wise (approximate to 2 decimals)	Number of customers
1	0-5%	46.87%	15
2	5-10%	18.75%	6
3	10-15%	21.88%	7
4	15%& above	12.5%	4
5	Total	100%	32

The analysis will include some calculations & before calculating impact of adoption of internet marketing on sales of company and on return, there need to be make some assumptions-

1. The sales of company is estimated to be Rs.30000000
2. The profit margin is taken at 10%.

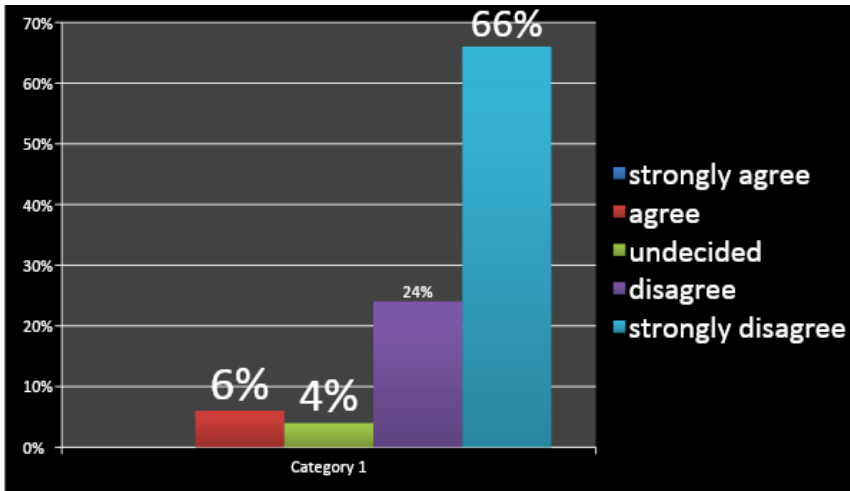
3. For this analysis, the no. of customers are taken to be 1000
 4. The no. of customers draws equal sales from the company.
 5. The setting up of website and its designing costs around Rs. 50000, but setting up of IT department, hardware and everything will cost around Rs. 400000. It's a one time cost. So total cost for one year will be Rs. 450000 and yearly maintenance charges will be around Rs. 50000.
 6. The increase in sales will be taken the upper end of the class interval such as 5% for (0-5%) break-up.
- Sales – Rs. 30000000 per annum.

Serial no.	Customer break up acc. To above	Increase in sales as a %	Increase in sales	sales
1	360	0%	–	10800000
2	300	5%	450000	9450000
3	120	10%	360000	3960000
4	140	15%	630000	4830000
5	80	20%	480000	2880000
Total	1000		1920000	31920000

The profit @ 10% in increment in quantity of sales would be Rs.192000. by this analysis, it is found out that increase in profit is much more than the yearly maintenance cost of running online business. Moreover, the profit from internet marketing will cover the setting up cost in 2-3 years. Hence, by this calculation, it is clear that internet marketing is beneficial for company in every aspect.

6. Internet marketing has less channel focus and fewer chances to long term growth.

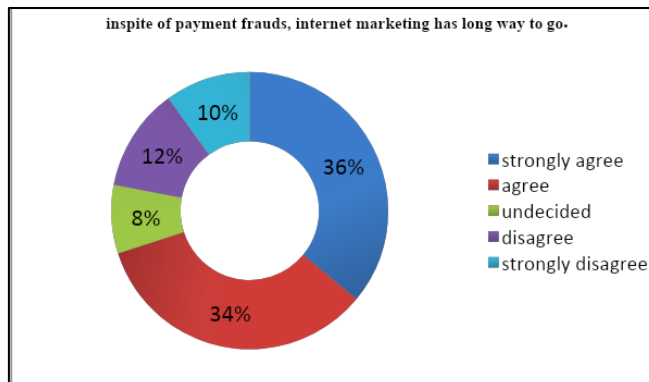
Customers believe that internet marketing has a long-term future, according to a survey. According to our survey, 45 customers disagree with the statement that internet marketing has fewer opportunities for long-term growth because of its lack of channel focus. This statement is true in the eyes of 3 customers. Using internet marketing, companies are able to narrow their channel focus to precisely the market segments they want them to target. Furthermore, the widespread use of internet marketing strategies shows that this trend is here to stay.



7. In spite of payment frauds, internet marketing has long way to go

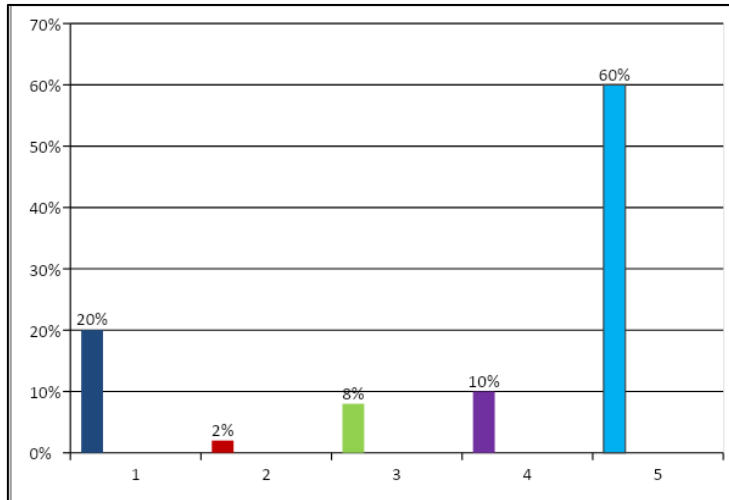
Internet marketing has a long way to go, despite payment frauds. According to the results of the survey, it is certain to grow. 35 customers agreed that internet marketing had a better chance of succeeding.

The statement was disputed by 11 customers. To ensure the safety of customers and the reputation of the company, it is essential to conduct a more thorough security check on the website. Indian users' motivation to shop online varies, but they still fear that their personal information will be compromised if they use e-commerce. For internet users, the most important reason to shop online is to save time. Additional benefits include the ability to shop "24x7" and home delivery. Online shoppers, on the other hand, are deeply concerned about the possibility of their credit card or personal information being misused. Internet marketers face an immediate challenge in dealing with the issue of online safety.



8. Traditional marketing relationships are long term compared to internet marketing.

This statement that traditional marketing relationships are more long-term than internet marketing relationships was agreed upon by 40 customers. When it comes to Internet marketing, Indian businesses are still learning the ropes. Furthermore, it lacks a personal touch from the marketer. Internet marketing has the potential to lead to long-term relationships, according to nine people.



Agree- 20 %

Undecided-2%

disagree- 8%

strongly disagree- 10 %

Strongly disagree- 60 %.

There was a wide range of responses when customers inquired about the limitations of internet marketing. Despite the fact that the question was open-ended, the responses were not as diverse as expected. Following are the limitations of internet marketing, according to customers of D.F.I.P.L.

Internet access is not universally available in India. It's even worse when you have slow internet connections.

For one thing, online shoppers don't have the opportunity to touch, smell or taste the merchandise they're considering purchasing. Customers, on the other hand, can easily buy footwear online with just a well-organized display.

B2B internet marketing is effective, but B2C internet marketing is more complicated.

DFPIPL customers noticed these drawbacks. There are numerous advantages to internet marketing, but there are also numerous drawbacks.

Advantages of Internet Marketing

According to the cost-to-reach ratio, Internet marketing is relatively inexpensive. A small fraction of the cost of traditional advertising is required to reach a large number of potential customers.

Due to the nature of the medium, customers can conduct product and service research at their own pace and make purchases whenever they want. Consequently, businesses have the advantage of appealing to customers through an immediate means of achieving their objectives.

In addition, Internet marketers can track statistics with ease and at a low cost. It is possible to track, measure, and test nearly every aspect of an Internet marketing campaign.

A variety of payment models are available to advertisers: pay per impression or click, pay per play, pay per action. Marketers can use this information to figure out which messages or products are most appealing to their target market.

When people click on an ad or visit a website, the results of the campaign can be tracked and measured immediately. A person may be intrigued by a billboard ad, but that attention will wane as soon as they decide to look into it further.

As of 2007, Internet marketing grew faster than any other form of media. Because of the ease with which web analytics can measure things like reach, response, and overall effectiveness compared to more traditional offline media.

Advertisers Can Gain a Greater Sense of Accountability through Internet Marketing

Having a presence on the internet opens up a whole new world of potential customers for your business. Businesses of all sizes can reach a global audience with the help of internet marketing. As a result, a company's global operations can be carried out at minimal expense thanks to internet marketing.

Maintaining a domain name costs only a few dollars, but the return on investment is infinitely greater. Customers can access the company 24x7. The cost of

spreading the message is practically zero. Sending an email to your subscriber list is often less expensive than mailing a letter.

Let's now talk about the other side of the coin, which is the most dangerous. Internet marketing has its drawbacks.

Internet Marketing has its Drawbacks

Internet marketing is not a free service. Everything from software and hardware to website design and upkeep to online distribution channels like Amazon and eBay must be taken into account when determining your service or product's price.

On the internet, there is a lot of competition. New visitors have already made a number of clicks before they arrive at the company's website. If they don't find what they're looking for quickly, they're out of here.

Another issue is the lack of high-speed Internet access: Content delivery can be significantly delayed if companies build large or overly complicated websites for dial-up connections or mobile devices.

Consumers and businesses alike place a high value on data privacy and security when conducting business online. There is a general apprehension among customers about making online purchases because they are concerned about the security of their credit card information.

Customers' main security concern when shopping online is whether or not they will receive the exact item(s) they ordered.

Internet marketing has both advantages and disadvantages. An internet marketer's goal should be to maximise the potential of internet marketing by combining the most effective strategies available. Here are a few quick summaries of Internet marketing tactics:

There are a number of ways to reach a specific audience, including e-zines (online magazines) and social media. Customers' email addresses have been used by some companies to send out product information tailored to their customers' interests.

In order to increase your online sales, you can use a network of Affiliate sites to promote your products and services and pay for results only when sales are made.

Banner Advertising: Banner advertising can play a significant role in your website's overall strategy. It is possible to use banner advertising to promote one's own

products and services, to raise awareness, or to generate revenue by selling advertising space on one's website.

Sites with open public forums allow users to converse with one another about a particular topic or subject matter. Small businesses can use these forums to get in front of their intended audience by posting messages or sponsoring the forum.

Websites that allow businesses to list their products or services for sale alongside those of other businesses are known as "virtual malls." If the companies' primary goal is to reach a similar demographic, they may group their products together based on how well they complement one another.

Directory and Search Engines

E-mail.

RECOMMENDATIONS TO COMPANY

Since consumers are willing to buy products online, Derby footwear India pvt. Ltd. should begin conducting its business in this manner.

Because internet marketing generates revenue and leads to a larger market, businesses should invest in their websites.

Step one in e-marketing success is to invest time and energy in thoroughly understanding their brand, including its meanings to potential customers, its relationship with competing brand names in the market and how it fits into their overall strategy for their business. When entering the online world, marketers must bring these essential branding elements with them.

Marketers now have to deal with a whole new set of issues and opportunities because of the internet. However, the rules of the old world should not be ignored. Even if you spend a lot of money, success is not guaranteed. Instead, building a strong brand necessitates resources such as cash, time, research, and analysis.

To be successful, a company's top executives must understand what their customers want from a company website. This is a fact that well-run businesses are cognizant of. A genuine interest in cyberspace is a common trait among successful executives. They frequently visit both their own and their competitors' websites.

Internet marketing, despite its simplicity, is not without its challenges. Marketing managers face a wide range of business and technical challenges in the ever-

changing search landscape. To prevent payment fraud, the business should implement a strong security system. In the end, the customer should not suffer.

In order to draw in customers from all over the country, the company should create a multilingual website.

Customers should be able to place orders by seeing the products and their codes properly displayed on the website.

Adverts should take the following steps in order to effectively market their products online:

Having a well-defined goal in mind

Extensive consumer studies have been conducted.

Developing a compelling value proposition is step number five.

A well-executed marketing strategy to keep current customers and attract new ones.

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ANNEXURE

Questionnaire 1.

Name of the respondent: _____

Age: _____ Sex: _____ Occupation: _____

1. How often do you surf the internet:
 - a) Daily
 - b) Thrice in a week
 - c) Once in a week
 - d) Do not surf at all
2. What kind of products or services have you bought over the internet?
 - a) Mobiles, electronic devices
 - b) hotels and tour booking
 - c) Clothing and accessories.
 - d) Footwears
 - e) books and music
 - f) others
3. How do you find the product's prices over the net as compared to the regular prices in the market?

- a) Higher
b) Similar
c) Lower

4. What was the level of satisfaction in buying over the net?

- a) Very High
b) Limited
c) Low

5. Would you prefer buying on the net or in a store?

6. Would you like to purchase footwears through online?

- Yes No can't say

7. How much amount of shopping you do through internet in a year?

- a) 0-10000
b) 10000-20000
c) 20000-50000
d) 50000&above

8. What improvements can be made in Internet marketing to better meet customer needs?

9. What new do you expect from Internet Marketing?

Thank you for your valuable contribution.

Questionnaire 2.

1. Traditional marketing is more reliable than internet marketing

- Strongly agree
- Agree
- Undecided
- Disagree
- Strongly disagree

2. Internet marketing improves the brand image of the company.

- Strongly agree
- Agree
- Undecided

- Disagree
 - Strongly disagree
3. Irrespective of product/service, internet marketing is useful?
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly disagree
4. Would you like to purchase on internet?
- Yes
 - No
5. Will you place more orders, when you purchase through internet and if yes by how much percent?
- Yes
 - No
- | | | | |
|-------|--------|--------|-------------|
| 0-10% | 10-20% | 20-30% | 30% & above |
|-------|--------|--------|-------------|
6. Internet market has less channel focus and hence does not have long term growth.
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly disagree
7. Payment frauds are unavoidable in internet marketing; in spite of this internet marketing will grow.
- Strongly agree

- Agree
 - Undecided
 - Disagree
 - Strongly disagree
8. Traditional marketing relationships are long term compared to internet marketing?
- Strongly agree
 - Agree
 - Undecided
 - Disagree
 - Strongly disagree
9. Do you think are there any limitations of internet marketing?