

Online Marketing: Challenges ,Opportunities And Its Impact On Society

***Dr.P.Jayarani& ** SontiSushilaKishor**

Associate Professor of Commerce, Government Arts College for Men, Nandanam, Chennai-35M.Phil Research Scholar, Department of Commerce, Government Arts College for Men, Nandanam, Chennai-35*

ABSTRACT

Online marketing, which is also called internet marketing, spaces for the sake of promoting and selling goods and service , use of interactive and virtual environments for the purpose of advertising is known as online marketing, New synchronous, internet-based communication technologies, in fact, have aided in the restructuring of important economic sectors, including marketing. Internet marketing has brought about amazing results for many firms due to its cost-effectiveness flexibility, and speed, as well as its unrivalled worldwide reach. However, this successful, new strategy has several drawbacks, such as a loss of human interaction, security, and privacy, which should be considered. The current research focuses on the effects of internet-facilitated interactive environments on marketing practice. The article begins with defining online marketing and discussing the historical context for its use; after that, many types of internet marketing will be discussed. The present study, then, concentrates upon the impacts of internet-fostered interactive spaces on marketing practiceand utilization of online marketing.. The study continues with challenges, such as problems of security and privacy emerged in the field of marketing from implementation of virtual space produces.

KEYWORDS: Online marketing, offline marketing, Internet, Opportunities, Challenges.

Date of Submission: 25-06-2022

Date of acceptance: 06-07-2022

I. INTRODUCTION:

It's well known that over the last few years, what we call "marketing" has changed a lot. For many years (Petkus, 2010), the Internet has played a key role in this transformation. It is called the "Internet". A physical network that connects computers around the world. Consists of network server infrastructure and the long-distance communication links between them are a huge amount Information about the Internet , Some studies have shown that the introduction of the Internet has changed the structure. Services in various industries such as hospitality, travel and tourism Health and Medicine .The advent of the Internet has changed the rules and marketers must comply. In fact, marketing is just one of many areas that have revolutionized fundamentally. Technologies known today play an important role in every element of the marketing mix. The new term recognizes the importance of communication between businesses and the interface between them. The Internet is not only seen as a new advertising channel, but as a new way alongside other traditional ways of marketing pre-Internet products and services. On the contrary, it brought a turning point,

A complete transition to a new business model, leading to the inevitable re-recognition of nature .This new understanding is inevitable Communication technology has facilitated a new dynamic environment with a marketer-led, one-way, top-to-down approach.In this era of innovation , almost all the spheres of human life have been touched upon by the applications of ever –growing technology. E-Business is a natural extension of the internet. The concept refers to the transaction of business via an electronic means, usually the internet or any of its mediums. E-business has certain characteristics which include internet, information system for handling its business process, an online selling platform, Business models that work to compile data on various customer and market segments and then make this information available to third parties for a fee and online financial exchange facility.

E-marketing is a subset of e-business. It is the means through which a business promotes the products or services that it is offering on the internet. The practice of running an enterprise on the internet and promoting its services or products using e-marketing tools or resources presents enterprise with distinct advantages. . E-marketing must be defined to include the management of the consumer's online experience of the product; from first encounter through purchase to delivery and beyond. There are two reasons for building the concept of e-marketing around consumer experiences

1. This approach forces marketers to adopt the consumer's point of view.
2. It forces managers to pay attention to all aspects of their digital brand's interactions with the consumer, from the design of the product or service to the marketing message, the sales and fulfillment processes, and the after-sales customer service effort.

Businesses aimed at development are associated with five basic marketing phases:

1. Market research
2. Product development
3. Distribution
4. Price
5. Financial support.

On the basis of these five stages of marketing, in this paper we will be trying to discuss various challenges and opportunities related to marketing.

What is online marketing?

Chaffey (2000) Internet marketing is simply defined as "the use of the Internet and related digital media". Technology to Achieve Marketing Goals (12). Online marketing consists of measures and activities Promote your products and services over the Internet and build relationships with your customers. Bure (2008) .We understand online marketing as "careful targeting of users and interaction with users while they are present." It deals with the most personal and intimate medium ever invented (44). The most comprehensive definition As clearly stated by Chaffey (2007), he described online marketing as tool that form online channels (web, email, databases, mobile / wireless and digital TV) to contribute to marketing .Activities aimed at attracting and retaining customers (as part of multi-channel purchases). By improving customer knowledge (about profile, behavior, value) And loyalty drivers), then provide integrated, targeted communication and online services suitable for them. As the concept of this relationship shows, the definition of online marketing revolves around interaction. Building customer relationships is what sets it apart from traditional offline marketing.

II. OBJECTIVES:

- Identify and analyze the strengths and weaknesses of online creation compared to traditional marketing.
- Identify how online marketing can help your business (discuss various strategic issues).
- Determine the impact of online marketing on society.

III. BENEFITS OF ONLINE MARKETING:

1. Global Reach: There are no geographic restrictions on e-marketing. Targeted email paves the way.
2. Low cost: Email design, execution, testing, sending and receiving costs are up to 78% lower at run time. 5000 for the paper-based direct mail version.
3. Interactive: Enterprises can launch campaigns using graphics, videos, music, quizzes and games in innovative ways.
4. Personalization: Email allows you to personalize and greet each person addressed to you. Helps to create something special relationships with stakeholders.
5. Prompt response: The store or company will receive an email response within up to 3 days .For direct mail campaigns, it takes at least 10-12 days for the first day response to be generated. answer.
- 6.Easiest: Running an email campaign is easy and you can run it from home without the need for huge resources.
7. Targeted marketing: With pre-packaged and customized lists, we could only reach those who might have a need. Services and products without disturbing those who do not. You can select your target customers based on your region. Age, income and other parameters.
8. Measurable results: Online marketing can accurately determine clickthrough rate, conversion rate, and activation Evaluate the success of various email campaigns.
9. The E-Marketing Module allows businesses to offer highly personalized web offers and dynamic web surveys. Fully synchronized with traditional channel marketing efforts.
10. Understand and analyze the return on investment of marketing activities.
11. Reduce overhead costs as the company does not have to invest large amounts of money in warehousing or high office rents.

IV. DISADVANTAGES OF ONLINE MARKETING:

1. The penetration rate of computer technology is low.
2. Possibility of deception.
3. Technology reliability.

4. Maintenance costs due to the ever-evolving environment.
5. Increased price transparency and intensified price competition

V. CHALLENGES OF ONLINE MARKETING:

Problem of integrity

Integrated marketing has been a central theme of the profession (Clown and Baak, 2013; Kitchen and Burgman, 2010; Blech and Blech, 2013). On the other hand one of major problems with marketing campaigns is that they employ several offline and online promotions channels such as press, brochure, catalogue, TV, cell phone, e-mail, internet, social media etc, while lack a comprehensive, harmonizing marketing framework. Each item is used in isolation and accomplished as a different task not as a component of an integrated campaign aimed at realization of specified and particular objectives. This deficiency can be compensated for by taking a holistic approach which synchronizes different traditional and internet age modes of marketing communication as moments of an integrated structure. With respect to

virtual, online component of an integrated marketing what is "also worth noting (or reminding) is that offline marketing, all aspects of online marketing are inextricably linked- and in many cases interdependent. Therefore none of the element marketing should stand in isolation. The website will never be visited if there are no links to it, viral marketing requires email or social media websites to communicate the message and search engines are useless without websites to link to it. So it is that in any internet marketing strategy all components must dovetail together .

Lack of face-to-face contact

Lack of personal contact is another deficiency of online marketing which has been addressed in online marketing research and literature (Goldsmith and Goldsmith, 2002; Phau and Poon, 2000). Internet transactions involve no embodied, personal interaction and that is why some customers consider electronic modes of providing customer service impersonal and enjoy the experience of shopping in a bricks and mortar, physical store. They prefer to talk to store personnel in a face to face manner, touch the related product with their hands, and socialize with other customers. Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction. To be more specific "for the types of products that rely heavily on building personal relationship between buyers and sellers such as the selling of life insurance, and the type of products that requires physical examination, Internet marketing maybe less appropriate" (Face to face contacts is not important just in the case of special types of products; here culture is also are relevant variable.

Security and Privacy:

Information privacy is among major topics to be taken into consideration in today's evolving electronic world. It is clear enough that nowadays customers' data can easily be shared with other companies without asking for their permission. Moreover their more crucial personal data such as usernames and passwords are not immune from hackers Another related problem is spas and pop-up adds which considered by majority of online customers an instance of intrusion of privacy .These security and privacy issues are among challenges in the way of online marketing. Effective internet marketing, therefore, depends on resolving the related problems in this regard.

point to the role can be played by marketing curriculum and suggest "that students should be exposed to this topic in varied courses and in varying degrees of coverage"

The major dimension with respect to privacy is the choice or consent. This dimension has its roots in this belief that consumers whose data have been collected by the respective company should have control over the ways in which their information is used. Especially they also should be granted the right to have control "over how their personal information is used beyond the purpose for which it was collected" .

Lack of trust

Closely related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. And it is the reason why "online trust is growing in importance as a topic of study and its influence on internet marketing strategies is increasing" Today despite the rapid growth of online transactions several people still mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not. On the other hand prevalence of online fraud has made customers hold negative or doubtful attitudes towards online transactions .So much more clearly remains to be done to build up the trust and convince the customers that interactions which take place in the virtual world are as real and honest as those happen in the real, offline world. No doubt, it is an ongoing, long process and needs more time to realize. It should be stressed that unless this trust has not been built, internet marketing cannot be taken advantage from to its fullest potential. So it is

imperative for those in charge of online marketing to understand the reality of new virtual world. One of the prominent realities of this new world is that "today trust and customer power have partnered to revolutionize marketing. Marketers and IT managers are challenged with the task of changing the online climate in order to gain retain online consumers. This has generated tremendous interest in learning about online trust and in developing new site designs to respond to the increased power of customers.

HOW COMPANIES CAN BENEFIT FROM ONLINE MARKETING-VARIOUS STRATEGIC ISSUES

;

1. **E-Marketing Planning Process:** e-Marketing Integration includes specific goals, strategies, and Activity. It can be a rationalization process or a reinvention process. In the process of reinventing, the existing one was discarded. New ones are created from scratch with a fresh look. I need another e-marketing plan. set a goal Integration of e-marketing communications with traditional communications.

2. **E-Marketing Organizations and Resources:** As Online Channels Become More Important

You may need to change your marketing organization and responsibilities to maximize the opportunities available for new opportunities media. First, you need to decide whether to change the structure of your sales organization. After that, New responsibilities for e-marketing need to be identified. How to develop e-marketing specific skills Marketing team? Does your organization have database marketing and analytics skills to support e-CRM and email?

marketing? Which e-marketing activities do you need to outsource?

3. **Definition of Internet Value Proposals:** Online Channels (Web, Email, Wireless), clear and detailed offers need to be developed and clearly formulated for these online channels I communicated online and offline. How to change the elements of your marketing mix online?

4. **E-Brand Equity:** How Does the Internet Contribute and Impact Your Brand? How to grow your brand online? should do it ,Are brand variants used? How effective are the emotional connections of online brands? How about an online brand Experience that customers feel? How are customers aware of the provision of online services?

5. **Definition of electronic communication mix:** Defines the share of online spending for various elements of Communication mix. You need to determine the percentage of your communications budget dedicated to electronic communications. Online, assigned

Outputs the age of advertisements, direct mail, and PR.

6. **Email Marketing Integration:** This is an integration of different forms of marketing email. H. Electronic newsletter with rental list, house list explosion, service email, and traditional communication, Direct mail, advertising, . First, the company needs to determine a touch or contact strategy that defines the minimum and maximum numbers. Touch for each customer for a period of time?

7. **E-CRM:** Refers to electronic customer relationship management. Use of online channels for development and deepening .The relationship with the customer is called E-CRM. An important issue related to e-CRM is managing customer data and Identify the methods used to target and personalize messages for online customers.

8. **E-Marketing Automation:** E-Marketing Automation develops personalized marketing messages delivered over the internet. Send emails in response to customer events and behaviors. In this transaction, you need to identify the following: How to support sales? Build processes and relationships with automated email dialogs based on web-based event triggers? How to build

Personalization of website related products? How to integrate personalized technology into an existing one infrastructure?

IMPACT OF ONLINE MARKETING ON SOCIETY:

- In this online world, a simple banner advertisement can be both an advertisement and a direct marketing service. The banner raises the passive consumer's awareness of a product. It also encourages the consumer to pursue action by clicking on it.

- Digital marketers care about the consumer's online experiences for the simple reason that all of them -- good, bad, or indifferent -- influence consumer perceptions of a product or a brand.

- The web offers companies' ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience.

- Brands and businesses get a lot of support from digital marketing to communicate with their customers and clients. It is still seen as a useful mechanism for promoting and expressing their products and services.

- Digital marketing creates a huge platform for businesses to achieve their relevant advertising and marketing goals. Digital marketing has had a great impact on society. This has led to the modernization of advertising technology, raising awareness of digital media and facilitating customer service.

- On the customer side, digital marketing has proven to be a convenient way to gain insights. Finally, digital marketing has impacted both businesses and customers

VI. CONCLUSION:

It's full of complex challenges that can take you off course, confuse you, and hinder you

Successful. Reports and e-books that seek a versatile approach tend to miss a lot.

The key point; successful internet marketing needs to be dynamic, intelligent and flexible. that's why a set of static and immutable plans is unlikely to make you successful. This is exactly the purpose for which this research was created . Instead of providing an approach to painting with numbers, I provided a set of rules to handle it. It provides a solid and viable framework for building a successful business. At the same time, These rules give you the flexibility to stay responsive and come up with dynamic answers.

For dynamic problems. And so I leave it to you to build your online marketing business. The Internet has revolutionized every aspect of life, including business and marketing. Introducing the major .This study examines both online marketing methods and methods, opportunities and challenges, the internet. The main advantages of the Internet are its empowering effects, removal of geographic barriers, 24/7 availability, cost-effectiveness, traceability, and personalization. However, the implementation of the Internet in the field of marketing has certain drawbacks, including: . Problems of integrity, lack of personal contact, security and privacy, lack of trust. If these dual characteristics of the Internet are not taken into account, you will not be able to take full advantage of the Internet. An insight-based online marketing framework from such considerations guarantees its financial goals.

REFERENCE LIST:

- [1]. Allen, E. and Fjermestad, J. (2001) E-commerce marketing strategies: an integrated framework and case analysis, *Logistics Information Management*, Vol. 14(1/2):14 – 23.
- [2]. Bart, et al (2005) "Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers?, A Large-Scale Exploratory Empirical Study", *Journal of Marketing*, 69 (4), 133–52.
- [3]. Beldona, S. (2005) Cohort Analysis of Online Travel Information Search Behavior:1995-2000, *Journal of Travel Research*, 44 (2):135-42.
- [4]. Bhui, K. and Ibrahim, Y. (2013) Marketing the __radical__': Symbolic communication and persuasivetechnologies in jihadist websites, *Transcultural Psychiatry*, vol. 50(2) 216–234.
- [5]. Blech, G. E. and Blech, M. A. (2012) *Advertising and Promotion: An Integrated Marketing Communications Perspective*, 9th Edition.
- [6]. Buhalis, D. and Law, R. (2008) Progress in information technology and tourism management: 20 yearson and 10 years after the Internet—The state of e-Tourism research, *Tourism Management*, Volume29(4): 609–623.
- [7]. Chaffey, D. et al (2000) *Internet Marketing: Strategy, Implementation and Practice*, Financial Times Prentice Hall.
- [8]. Charlesworth, A. (2009) *Internet Marketing: a practical approach*, Butterworth Heinmann / Elsevier.
- [9]. Clow, K. E. and Baack, D. E. (2013) *Integrated Advertising, Promotion, and Marketing Communications*.Prentice Hall.
- [10]. Deighton, J. (1997) Commentary on exploring the implications of the Internet for consumer marketing,*Journal of the Academy of Marketing Science* 25:347-51.