An Analytical Study of Marketing Practices of Indian Online Marketers

Rana Nidhish Singh[1], Dr. Shivani Kapoor[2]

[1]Student, Galgotias University
[2]Associate Professor, Galgotias University

ABSTRACT

The research study Depicts the recent developments and demonstrates the growing power of online Bodies or we can say Communities in building brand reputation and customer relationships. The study also examines the role and impact of the social media sites on generating potential online traffic Online Marketing is becoming a promising industry with rapid career growth, increasing influences, and widespread activities As we know that the access to the internet over a larger population is on a rises, Soon the India is to witness a revolution India will soon rank within the top markets in the world with the greatest number of internet users due to the nation's fast digitization. Online marketing is becoming a distinct business niche.

The technicalities of the internet are growing as more marketers choose to build a brand online and connect with audiences across the world. sites, blogs, and advertising Campaigns, SEO tactics, and other techniques have delved deeply into the technological metrics affecting one's online visibility. In India, online or digital advertising is growing at a rate of 25–30% annually.

India also has the World's largest Facebook population. The use of digital marketing has widened as a result of quick digitization, through websites, networking methods, etc. Internet usage is commonplace.

It has significantly influenced the strength and magnitude of the growth of digital channels through rising the use of laptops, computers, and mobile devices. Whether utilised for social networking, informative Google searches, or making purchases, India has transformed this medium into a totally-fledged business. And as a result of the market's growth, Digital Marketing has emerged as a key method of attracting customers online.

The market for gadgets like smartphones, computers, tablets, and other devices is expanding, which has only accelerated usage and expanded the market's target demographic. Internet material has a significant impact on people's lives. Display of thoughts through words, photographs, films, and other media has a solid foundation in people's thoughts, which transfers into their daily lives. In order to boost a brand's influence on the audience, digital marketing focuses heavily on using content to influence the audience online. The amount of time people spend online enables web marketers to develop effective tactics to change customer behavior. The appropriate approach turns the audience into customers. Online marketing is becoming a distinct business niche. The complexities around the web are growing as more marketers choose to build a brand image online and engage with audiences across the world. Websites, blogs, marketing initiatives, SEO tactics, etc. have deeply impacted the technical metrics affecting one's visibility on the internet.

OBJECTIVE OF THE STUDY

1. To study the growth, development and current trends of online marketing in India.
2. To study the role and importance of social media as an effective marketing strategy.
3. To study the impact of online marketing with reference to the Customer Relationship Management.
4. To study the purchasing pattern of the customers with reference to the Online marketing activities.

LITERATURE REVIEW

Review of related literature is crucial since it helps us to understand the nature of the research subject. In actuality, the body of literature in any discipline serves as the cornerstone for all subsequent study. The current chapter analyses a number of articles on the online marketing strategies being used by Indian marketers.

On this subject issue, there are just a handful of direct investigations accessible. Research requires a thorough knowledge of the important factors that are crucial to the subject of study.

The available related literature in these libraries and institutes was studied which proved beneficial in finalizing the objectives and the path of research methodology to be followed. In order to have in depth review of the topic, researcher has reviewed various books, journals, magazines and other such publications in the subject of national and international are also taken into consideration.

1. Impact of online advertisement: A study of a few cities, (2013) Zia Ul Haq, hdl.handle.net/10603/24161

A research study by Zia Ul Haq - states that because the cost of online space is significantly lower than that of television and banner commercials, online advertising is a valuable medium for showcasing a company's most recent goods and services. This helps to raise awareness among online customers. The internet environment must be used by marketers to present detailed information about their website and products. According to a research based on customer feedback, internet advertising contributes to the development of a strong brand image. Companies with excellent online branding initiatives include Amazon, Flipkart, and Lenskart. He further advises that only trustworthy websites should be used to sell online advertising content, since customers would be unwilling to visit rogue websites.

2. E Marketing and the consumer decision making process, Neha Jain, (2014) http://hdl.handle.net/10603/28662

The research thesis on 'E-Marketing and the consumer decision making process", - discusses several crucial topics in relation to online marketing, the use of the internet to make purchasing decisions, and the significance of websites to brand promotion. The study examines the many aspects of online marketing in light of online consumer conduct. According to this, companies are required to make their websites functional with the various social networking platforms. There are new ways to generate web traffic using online marketing techniques including viral marketing, search engine optimisation, and online sales promotion. To help the marketers create a more targeted consumer targeting process, the customers must be segmented and marketing methods must be simplified in accordance with the online segmentation.

3. Online marketing in India A study of consumer behaviour, Verma, Deepak, (2016) http://hdl.handle.net/10603/132454

A study by Verma - We came to the conclusion that the group the online consumer belongs to is one of the key factors influencing their decision to make a purchase online. As a result, blog marketing is essential for promoting a positive image among the vast consumer base. To validate the security of their websites, internet marketers must embrace the most recent encryption technologies.

4. Online marketing in India A study of consumer behaviour, Verma, Deepak, (2016) http://hdl.handle.net/10603/132454

A study by Verma - We came to the conclusion that the group the online consumer belongs to is one of the key factors influencing their decision to make a purchase online. As a result, blog marketing is essential for promoting a positive image among the vast consumer base. To validate the security of their websites, internet marketers must embrace the most recent encryption technologies.

5. An analysis of online marketing customers and marketers perspective, Durkasree P, - (2011) http://hdl.handle.net/10603/18548

The research study by Durkasree P, - implies that process quality is crucial in producing online customer satisfaction; marketers should be aware of this and enhance the functionality and interactivity of their websites to draw in and keep online users. Only by improving service quality—

which is significantly more affordable than acquiring new customers—can loyal consumers be created. In order to attract repeat clients, marketers have to focus and develop strategies around ongoing website quality improvement. The challenges associated with delivery and navigation

RESEARCH METHODOLOGY

The research methodology's aim is to clarify the research activity. This includes the overall design, sampling procedure, data collection method and analysis procedure. **It is hard to express methods without using specialized vocabulary, thus this part is vital. This study was made based on primary data as well as Secondary data**. Data Collection Method Data collected can be classified into two types:
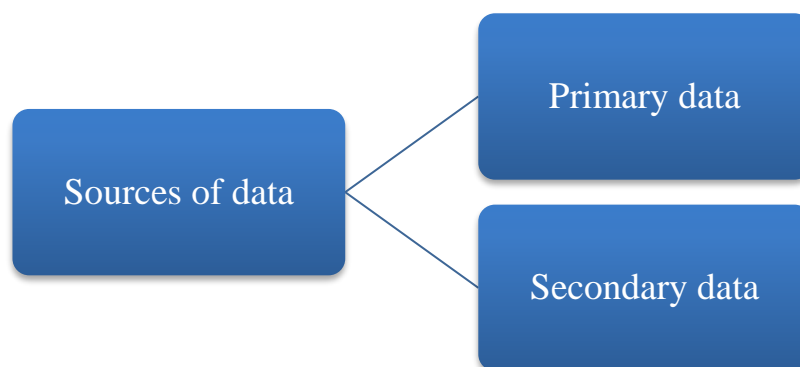
Primary Data

Authentic information collected for specific reasons is regarded as primary data. **This project made utilises primary data**.To obtain the primary data, a well-structured questionnaire was prepared to get the response.

Secondary Data

Secondary data can be defined as the information already existing in some where having been collected for some other reason. In this study the secondary data is derived from various books, journals, research papers, articles and the internet.

Tools for Data Collection In order to collect the primary data, the following methods are used:
 1. Questionnaire
2. Telephonic interview
3. Field work
In order to collect the secondary data, the following methods are used:
1. Books
2. Journals
3. Business magazines
4. Websites (internet)
We will be using both the primary and secondary data for this research. As for primary data, questionnaires would help and even the field work, whereas for secondary data we will be using the online portals and reviews of the company to know their sales growth through promotions.
Data Analysis Procedure The data shown in the report consist of both primary and secondary data. The primary data consist of the responses from various respondents which are derived through the use of

questionnaires. The secondary data is derived from various journals, magazines and research papers. Primary data is uploaded on MS EXCEL & Google Forms to formulate it properly and so that proper graphs and charts could be presented and decrease the paper work in the report

RESEARCH DESIGN:

Research design is the framework of conducting research for a project. It specifies all the details of procedures necessary for obtaining, processing, and an analysing the information needed to exactly define the research problems and to solve that research problem. There are basic two types of research design.

EXPLORATORY RESEARCH

In the case of exploratory research, the focus is on the discovery of idea. Exploratory research is a research conducted for a problem that has not been studied more clearly, intended to establish priorities, develop operational definitions and improve the final research design.

a) CONCLUSIVE RESEARCH

Conclusive research is meant to provide information that is useful in reaching conclusions or decision-making. It tends to be *quantitative* in nature that is to say in the form of numbers that can be quantified and summarized. It relies on both *secondary* data and *primary research.* There are two broad categories of conclusive design.

i. CAUSAL DESIGN

A causal design, as the term indicates, analyses the causal relationship between more than one variable. The purpose of causal research design is to understand which variable is the cause and which effect is.

ii. DESCRIPTIVE RESEARCH DESIGN

A descriptive study may be needed when the researcher is interested about the characteristics of specific groups, such as age, sex, degree of education, employment, or salary. There are two categories of descriptive research design.

a) CROSS SECTIONAL STUDY

In a cross sectional research, data are only obtained once from every specific sample of population sections. Sample taken out from population are is analysed only at a particular time interval.

b) LONGITUDINAL STUDY

Research design in which same sample taken out of population is analysed respectively for the same objective at different time intervals. A group of respondents who participate in longitudinal research are called sample panels.

In this report exploratory research design is been used to conduct survey & to generate report.
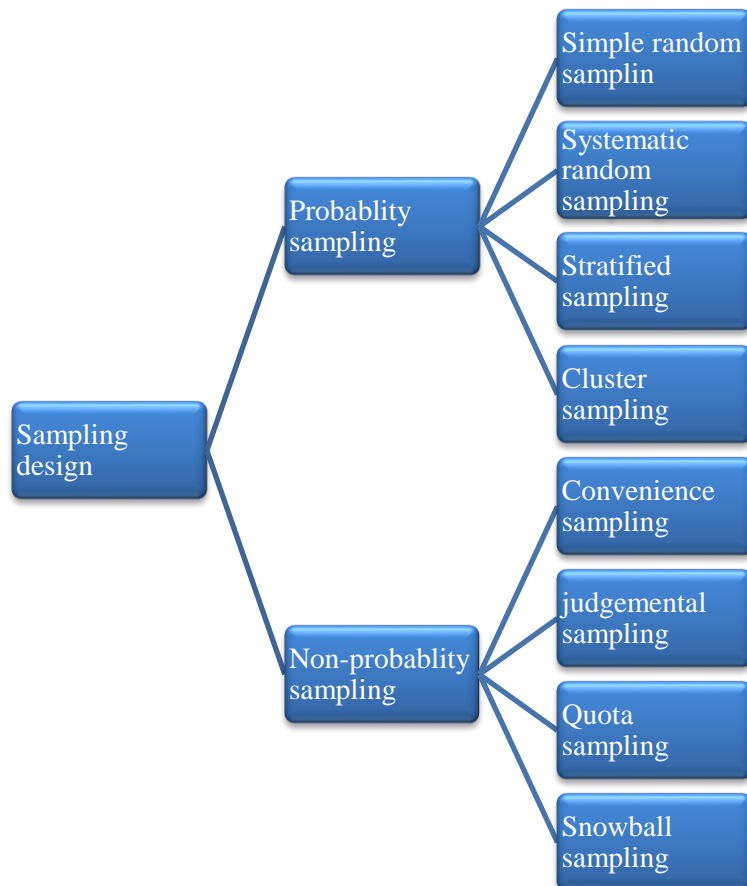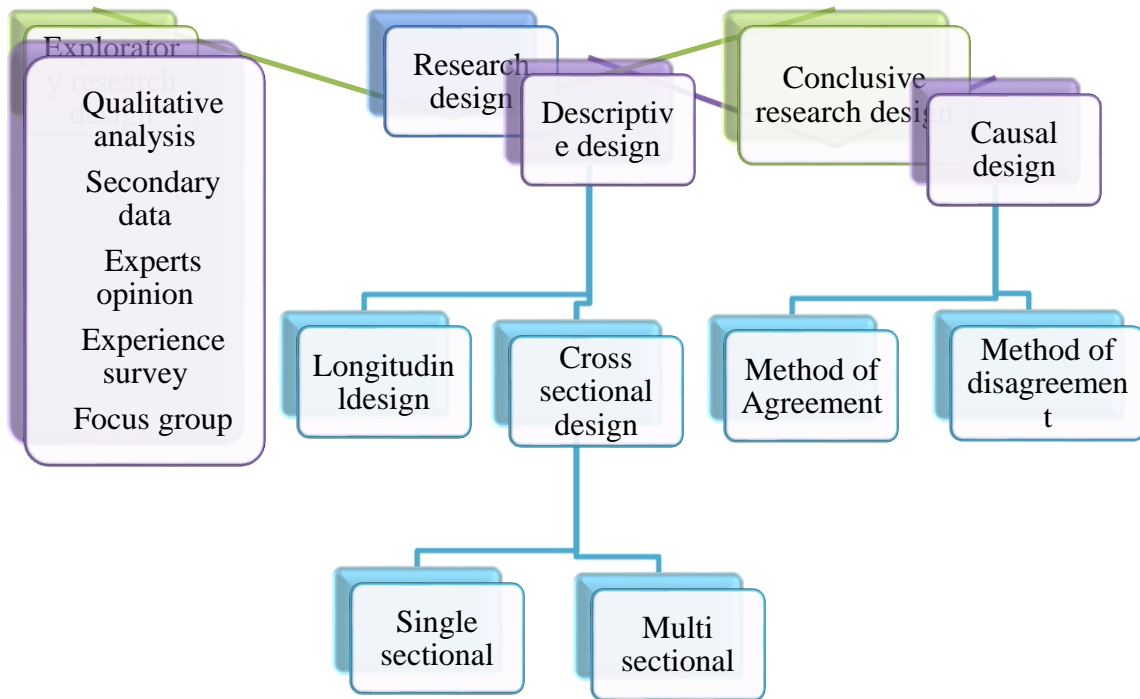
Probability Sampling Methods:

A technique of sampling in which the probability that every single member of the population is to be picked for the sample is fixed. The probability of every unit in the population being included in the sample is known and the selection of specific units in the sample depends entirely on chance. The choice to choose a sample is taken without using judgement from humans.

i. Simple random sampling: each element in the population has known and equal probability of selection (lottery system).

ii. Systematic sampling: technique in which the sample is chosen by selecting a random starting point and the picking every 1st element in succession from the sampling frame.

iii. Stratified Sampling: technique that uses two-step processes, first partition the population into sub population or strata and then elements are selected from each stratum by a random procedure.

iv. Cluster sampling : The target population is first broken up into mutually exclusive and collectively exhaustive specific populations for cluster sampling

NON-PROBABILISTIC SAMPLING:

Sampling technique that does not use chance selection procedure, rather than this it use the personal judgement of the researcher. The researcher can consciously decide what elements to include in the sample.

1. Quota Sampling: it is a two stage restricted sampling. In first stage consist of developing these quotas, in second stage sample elements are selected on the based on convince or judgement.

2. Snowball sampling: an initial group of respondent is selected, usually at random. The interviewees are then asked to name additional members of the target audience. Subsequent respondents are selected on the basic of referrals.

3. Judgemental Sampling: A form of convenience sampling in which the population elements are purposively selected based on the judgement of the researcher.

4. Convenience Sampling: A non-probabilistic sampling approach titled convenience sampling aims to obtain a sample of things that are handy.

This research report uses non-probabilistic convenience sampling technique for further research purpose as it is best fitted for this research report.

All the questions in the questionnaire are basically based on a generic format, the segment I targeted was of age above 18 years, and the data contains people from all kinds of occupations - students, working professionals, doctors etc. All the content of secondary data is just the screenshots and no numeric data have been used for secondary purposes. **100 persons make up the sample size in this research.**

Introduction and Background of the Study

E-commerce and e-business have grown increasingly common in the newly developing global economy. become a crucial and essential part of corporate strategies as well as a powerful engine of economic expansion. The combination of Relationships within organisations, between organisations, and between people have undergone revolutionary modifications as a result of information and communications technology (ICT) in business. The use of ICT in business has boosted consumer involvement, improved efficiency, enabled mass customisation, and reduced costs.

The gap between the global electronic market and the conventional markets has decreased significantly as a result of developments in Web-based technologies and the Internet. The internet has completely changed how business is done nowadays. The Internet has developed into a sizable worldwide marketplace for the exchange of goods and services during the last few decades. The Internet has been widely recognised as an essential component and significant media in many industrialised nations, providing an enormous range of items with round-the-clock connectivity and extensive geographic reach.

The promotion and selling of goods were based on mass marketing and sales force-driven processes prior to the emergence of the Internet and e-commerce. Marketers considered customers as the passive targets of advertising campaigns with the goal of influencing both their immediate and long-term buying choices.

Geographical and social limitations prohibited consumers from doing a thorough search for the greatest deal and quality. However, there has been a major change in how business is conducted as a result of the information technology sector's rapid growth and development.

Introduction

India is going through an uncommon economic boom. This boom's effects are seen all around us. Consumer spending has increased significantly. Consumers are looking for quick ways to buy at the same time since they are under rising time constraints. E-commerce, or internet purchasing, offers a different solution. Due to the almost universal availability of Internet access, people may now buying online and save money, time, and effort. More and more marketers are preparing to provide a variety of goods and services online as a result of their realization of the enormous potential of this medium.

Figure 1.1: Growth of E-commerce Sales in India

Based to a research carried out by the search engine firm Google India, Indians' interest in online shopping has increased significantly. India's internet retail market is expanding swiftly, with some 8 million Indians buying online yearly.

Since adolescents have the largest penetration of digital goods nowadays, the challenge for online marketers is to attract and keep clients by offering them with a variety of possibilities. 60% of Indians have not reached the age of 30, and 50% are under the age of 25, and 22% of encouraged goods are geared towards youths, as are 59% of ads.

Given that youngsters spend the majority of their time online, there has to be media for young people and the development of youth culture. The use of online media as a platform to conduct different B2B, B2C, and C2C commercial transactions is possible. Customers today must be handled cautiously since they are tightly connected via wireless, broadband, and currently through cellular phones. The marketers

are concentrating their efforts on internet promotion of their items after realising this youthful community's online presence. The research study evaluates current developments in light of the rapid growth of online marketing and indicates the rising influence of online communities on the formation of brand reputation and relationships with customers.

	Business	**Consumer**
Business	B2B	B2C
Consumer	C2B	C2C
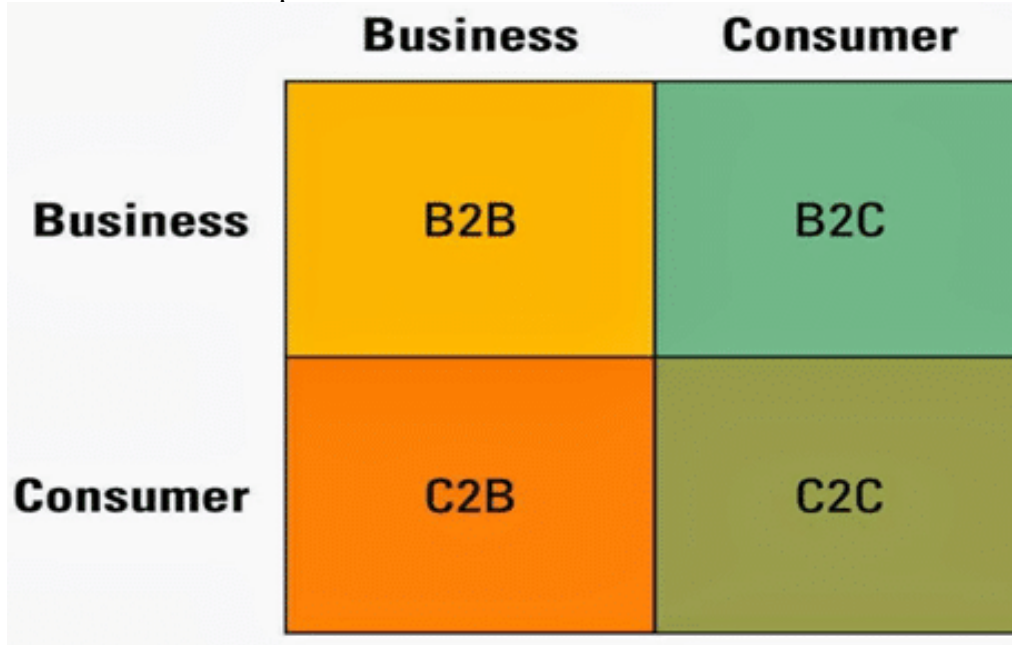
Online V/S Offline Marketing
1. Online marketing: Selling items or services using online channels which includes social media, advertisements, and email is commonly referred to as online marketing.
   Advantages :
   ➤ They may effortlessly and quickly sell their products with just one click at any point in time.
   ➤ On the internet, we are able to deliver information, music, and video snippets for very little money.
   Disadvantage :
   ➤ Click fraud potential.
   ➤ Effective advertising for difficult goods.

2. Offline marketing: Selling items or things using offline channels comprised of print advertisements, telemarketing, etc. can be referred to as offline marketing.
   Advantages :
   ➤ Order just what you require.
   ➤ helpful when advertising a loyalty programme.
   Disadvantage :
   ➤ The time required to complete this is on a very large portion.
   ➤ restricted accessibility and constrained audience.
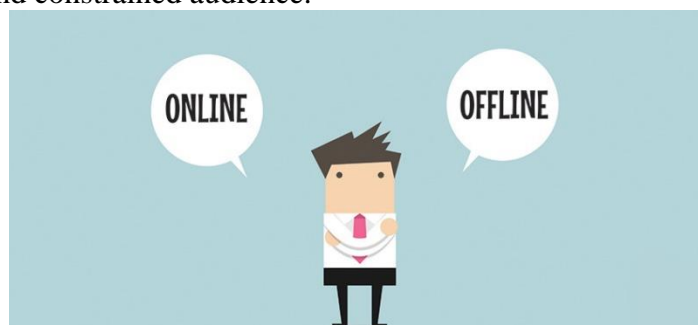
Countries with the largest digital populations in the world as of January 2023 (in millions)

2023
(in millions)

Country	Number of internet users in millions
China	1,050
India	692
United States	311.3
Indonesia	212.9
Brazil	181.8
Russia	127.6
Nigeria	122.5
Japan	102.5
Mexico	100.6
Philippines	85.16
Egypt	80.75
Vietnam	77.93
Germany	77.53
Turkey	71.38
Iran	69.83
Bangladesh	66.94
United Kingdom	66.11
Thailand	61.21
France	59.94
Italy	50.78
Pakistan	87.35
South Korea	50.56
Spain	45.12
Poland	36.68
Argentina	39.79
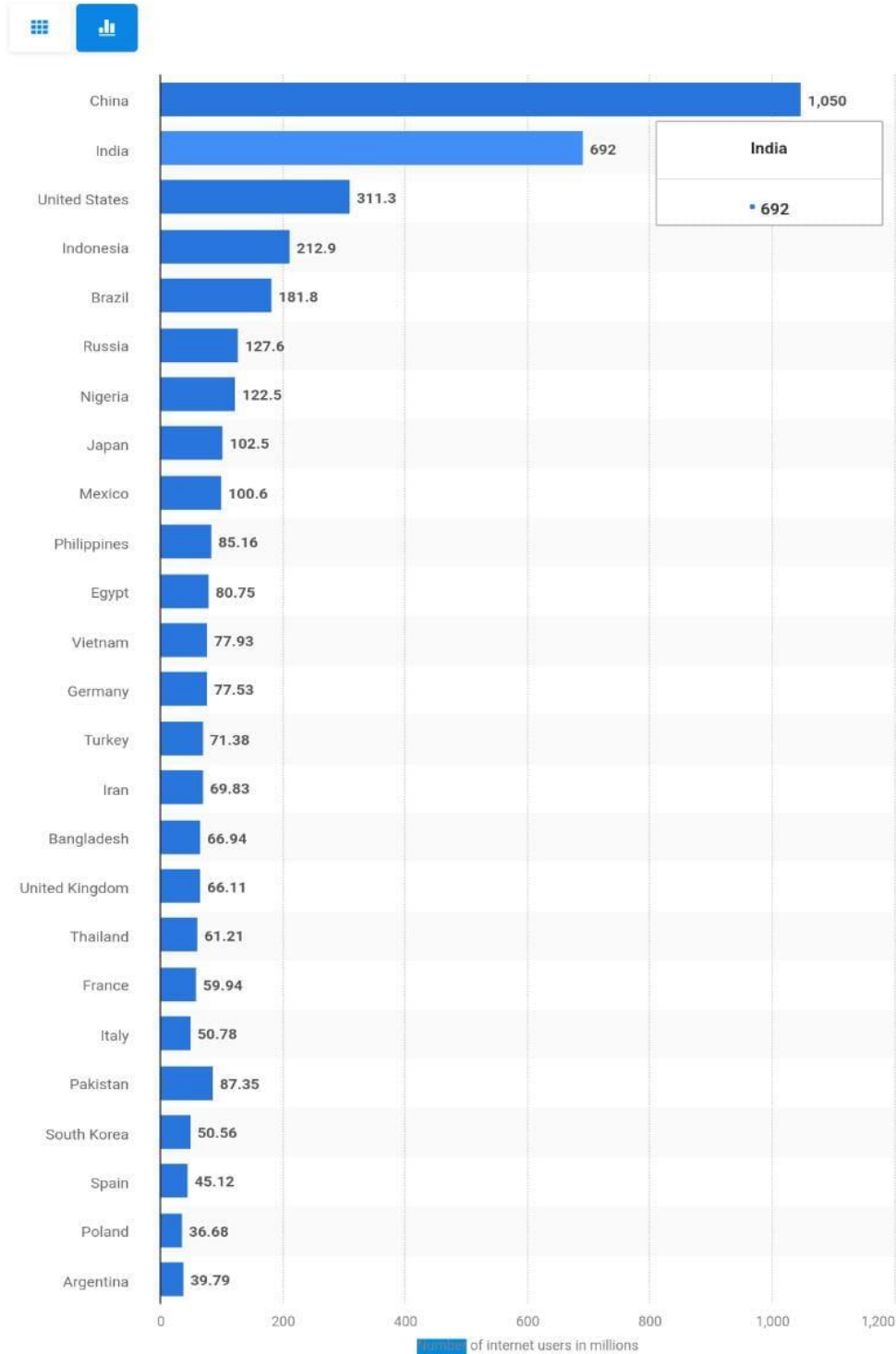
Countries with the largest digital populations in the world as of January 2023

(in millions)

Characteristic	Number of internet users in millions
China	1,050
India	692
United States	311.3
Indonesia	212.9
Brazil	181.8
Russia	127.6
Nigeria	122.5
Japan	102.5
Mexico	100.6
Philippines	85.16
Egypt	80.75
Vietnam	77.93
Germany	77.53
Turkey	71.38
Iran	69.83
Bangladesh	66.94
United Kingdom	66.11
Thailand	61.21

China stood at the top of the list of nations getting the most internet users globally as of January 2023. The nation with the most people in the world had 1.05 billion internet users, which is over three times as many as the United States, which came in third with only over 311 million. Four of the nine nations with over 100 million internet users can be found in the BRIC markets, which together have over 100 million users.

There were five billion internet users worldwide as of January 2023. However, there are noticeable variations in user distribution per area. There are 1.24 billion internet users in Eastern Asia, compared to fewer individuals in Africa and the Arabian Peninsula. Furthermore, compared to rural regions, metropolitan areas exhibited a higher percentage of access to the internet.

Some recent developments in E-commerce Industry in India

The digital economy of consumers in India is predicted to rise from US$ 537.5 billion in 2020 to US$ 1 trillion by 2030, thanks in significant part to the rapid use of online services like e-commerce and educational technology in the country as a whole.

By 2025, Grant Thornton predicts that India's e-commerce will be cherished US$ 188 billion.

Indian e-commerce platforms produced sales with a Gross Merchandise Value (GMV) of US dollars 9.2 billion throughout the festive season of 2021, an increase of 23% from US$ 7.4 billion the year prior.
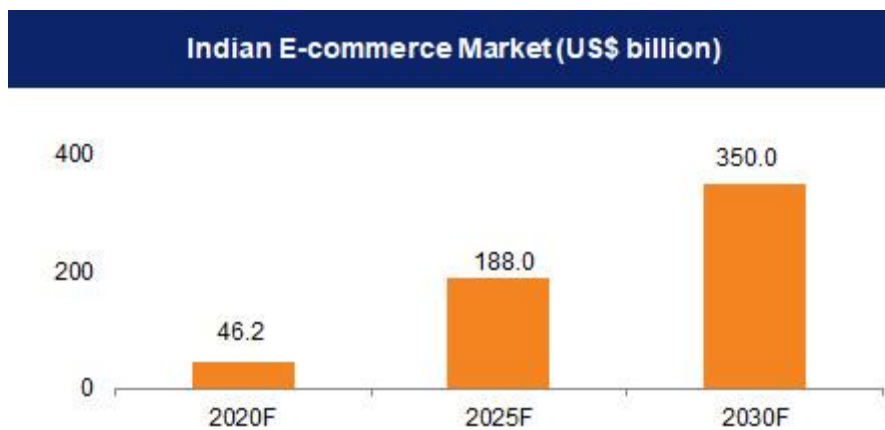
Some of the new government Initiatives :

➢ Piyush Goyal, the country's minister for commerce and industry, approved of start-ups to register on GeM, the public procurement site, and offer goods and services to PSUs and agencies of the government.

➢ Permanent Account Numbers (PANs) became compulsory for overseas companies using Indian e-commerce platforms in October 2020, changing the equalisation levy rules of 2016. The sale of goods or the provision of services through an overseas online operator was subject to a 2% tax in the the fiscal year 2020 budget.

➢ The Indian Government expanded the limits of FDI in E-commerce platforms to up to 100% (in B2B models) in order to encourage the involvement of foreign companies in the sector.

➢ India's e-commerce will continue to expand due to the government's major investment in the deployment of optical connections for 5G.
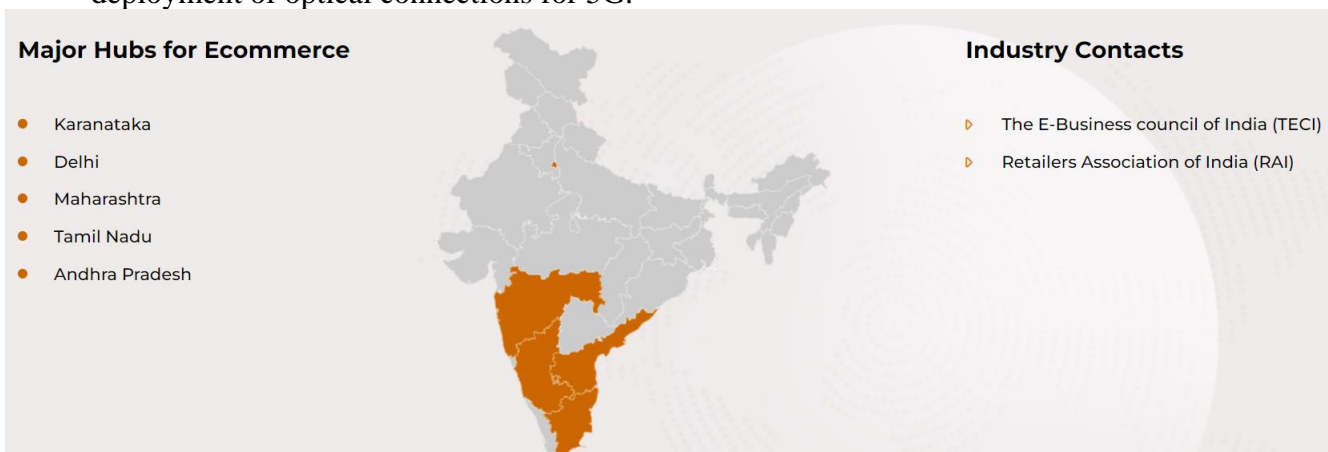
> The Memorandum of Understanding (MoU) was signed in June 2022 between Amazon India and Manipur Handloom & Handicrafts Development Corp Limited (MHHDCL), a government-owned enterprise, to promote the development of craftsmen and weavers across the state.
> Private equity and venture capital investments of a total of $15 billion have been made in India's E-Commerce sector in 2021, a 5.4-fold increase from the year prior. The investment value gained from this sector in India is the highest it ever achieved.
> A logistics e-commerce platform entitled Xpressbees earned a unicorn in February 2022, with a US$1.2 billion capitalization. With its Series F raising money, the firm raised $300 million USD.
> To enable the trade-in of smartphones, Flipkart launched the "sell back scheme" in February 2022.
> Walmart plans to open its US marketplace to Indian sellers in January 2022 with the objective of having India export US$ 10 billion yearly by the year 2027.

Online marketing

2011 saw a 200% drop in mobile and tablet advertising when compared to the years after, per figures from the Indian digital marketing sector. The total assets was $2 billion during this year.

It expanded at a geometric rate, hitting $6 billion in 2014. The Indian advertising market was worth $11 billion in 2022, and by 2024 it is anticipated to have climbed even more to $14 billion.
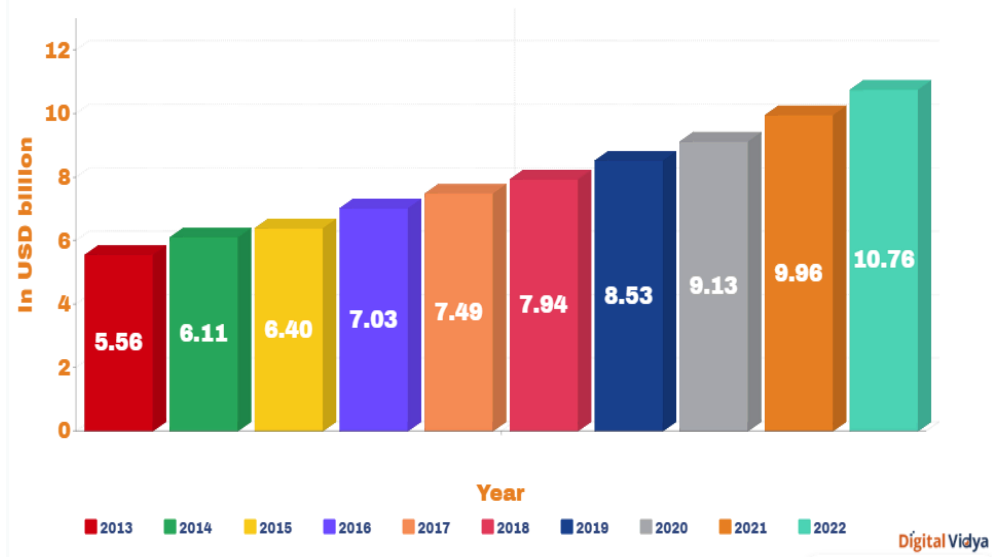
In 2020, the market for online marketing and advertising was estimated at $350 billion, and by 2026, it will have grown to $786.2 billion.The market for digital marketing and advertising is presently valued at $460 billion in the United States.
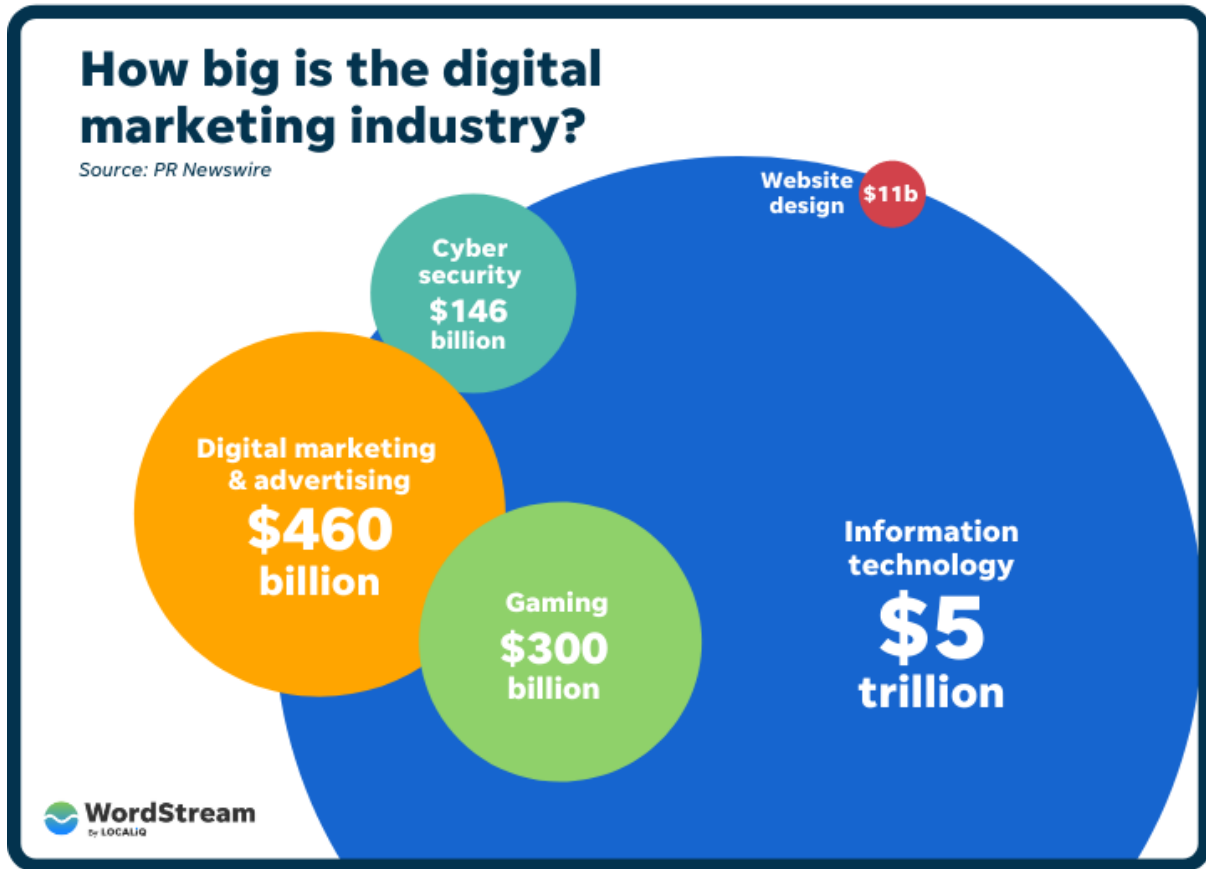
Google presently controls 92% of the market for search engines worldwide

The following statistics regarding digital marketing in India have been provided by the Global Journal of Advanced Research Foundation:

A trade between students at the Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology was set up between 1971 and 1972 via The ARPANET, which was the initial instance of electronics or digital commerce.

GROWING DEMAND

With a CAGR of 55–60%, social commerce in ndia has the potential to grow to US$16–20 billion in FY25. By 2024 & 2026, respectively, it is estimated that India's e-commerce market would make it to 111 billions of dollars and 200 billion dollars in the United States.

EXCELLENT OPPORTUNITIES

The Indian e-commerce sector anticipates to expand by 21.5% and reach $74.8 billion in 2022. By 2030, it will be estimated that India's online retail sector would be valued US$350 billion.

Integrated marketing communications

Integrated marketing strategy

E-commerce challenges for India

- Even now, cash on arrival is the most common form of payment.
  The selected method of payment is the first major and typical challenges that online shops and e-commerce face. The vast majority of online buyers continues to pay via cash on delivery. Reason is given below.
1) Low credit card uses.
2) Low trust in online transactions
3) People are ignorant of the advantages of digital wallets.
- Low Internet Penetration
  Compared with the western nations such as the US, UK, France, Germany, and many others, internet penetration in India is quite low. Even when we split India's population by its internet penetration rate, the statistics are still comparatively small. Just a tiny percentage of the nation's total population has straightforward access to the World Wide Web.
- Incomplete Addresses
  Instead of online shopping shops, delivery services and couriers were those who deal with this problem the most. It is a huge problem as many times consumers forget or fail to mention their complete addresses due to which it can be difficult for delivery riders to deliver the order to the exact location.
- Delivery Issues
  Delivery issues still most challenges in the country, even after the e-commerce industry became so popular. Because of insufficient information, the country issues with delivery on time.
  Roadblocks, insufficient facilities and remote areas may put off prospective clients.
  becoming angry & frustrated and cancelling the order.

DATA ANALYSIS & INTERPRETATION

The data used here is to know about the MARKETING PRACTICES OF INDIAN ONLINE MARKETERS. This data is mainly acquired through questionnaires in a web-based survey. And the data is of 100 customers from different professions and age groups.

The following questions are some of the ones I've asked with the following intentions in consideration:

- Do you think that social media plays an effective marketing strategy for Online Marketers in India ?
- What is the main objective of Social Media platforms in terms of ONLINE MARKETERS?
- How often do you purchase any product from online with reference to any support from online marketing activity?
- Amongst the Options Given Below which Parameter you can consider as the most relevant parameter which Indicates the Growth for a ONLINE MARKETERS ?
- Do you think the better & Efficient online marketing activities helps you to create a better bond with the online marketer ?
- According to you What's the average time period taken for a lead to convert into a customer?

The conclusion which I have reached after this survey will be explained further. So, the below given are the questions asked from the respondents and the pie chart shows the outcome of the answers. Other than this after the questions the interpretation is given, which will let you know about the outcomes of the questions asked and what we can interpret through the pie chart.

Q.1 Do you think that social media plays an effective marketing strategy for Online Marketers in India ?
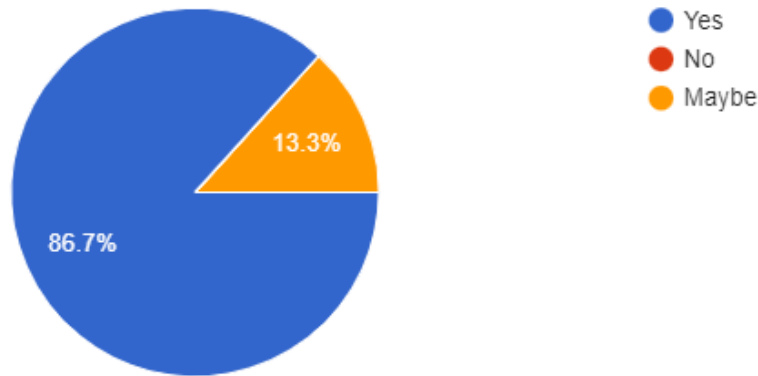
When asked about the Do you think that social media plays an effective marketing strategy for Online Marketers in India ?

➢ 86.7% of people "Agreed" that media plays an effective marketing strategy for Online Marketers in India.

➢ Where as on other hand 13.3% of people said "Maybe" that media plays an effective marketing strategy for Online Marketers in India.

➢ Hence, we can Identify that majority of population "Agreed" that media plays an effective marketing strategy for Online Marketers in India, Thus indian Online Marketers should develop more effective marketing strategy.

Q.2 According to you what is the main objective of Social Media platforms in terms of ONLINE MARKETERS ?
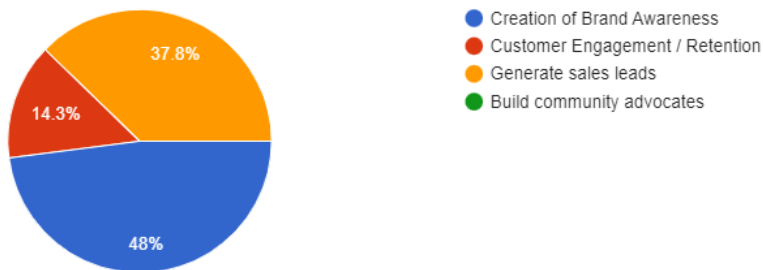
➢ 48% of people said that "Creation of Brand Awareness" is the main objective of Social Media platforms in terms of Online Marketers in India.

➢ Where as on other hand 37.8% of people said "Customer Engagement / Retention" is the main objective of Social Media platforms in terms of Online Marketers in India.

➢ Also, 14.3% people said that "Generate sales leads" is the main objective of Social Media platforms in terms of Online Marketers in India.

➢ Hence, we can Identify that majority of population Believed that "Creation of Brand Awareness" is the main objective of Social Media platforms in terms of Online Marketers in India, Thus indian Online Marketers should develop more effective marketing strategy to Create much better Brand Awareness Amongst people in India.

Q.3 How often do you purchase any product from online with reference to any support from online marketing activity ?
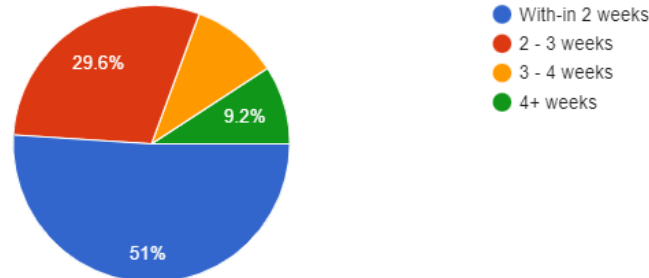
- 51% of people said that "Within 2 weeks" they purchase any product from online with reference to any support from online marketing activity.
- Where as on other hand 29.6% of people said that "In 2-3 Weeks" they purchase any product from online with reference to any support from online marketing activity.
- Also, 10.2% people said that "In 3-4 Weeks" they purchase any product from online with reference to any support from online marketing activity.
- Finally 9.2% people said that "In 4+ Weeks" they purchase any product from online with reference to any support from online marketing activity.
- Hence, we can Identify that majority of population buys the Product within the 2 weeks purchase any product from online with reference to any support from online marketing activity. Thus Indian Online Marketers should develop more effective marketing strategy in such a manner that the Most of Purchases can be done by customer in the initial 2 weeks which in return would help to generate more better profitability to the Indian Online Marketers.

Q.4 Amongst the Options Given Below which Parameter you can consider as the most relevant parameter which Indicates the Growth for a ONLINE MARKETERS Sales ?
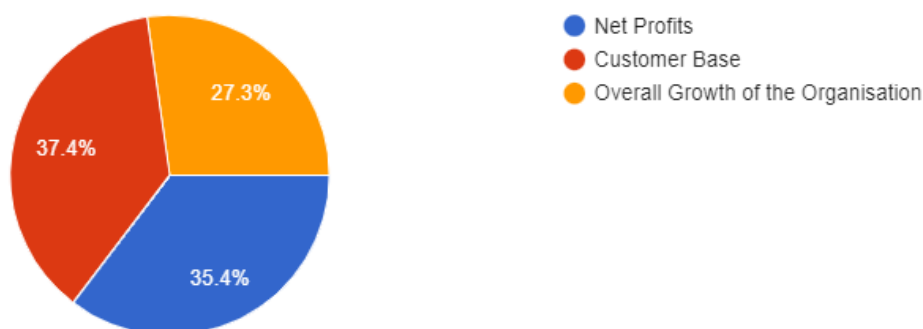
- 37.4% of people said that "Net Profit" is considered the most which Indicates the Growth for a ONLINE MARKETERS Sales.
- Where as on other hand 35.4% of people said that "Customer Base" is considered the most which Indicates the Growth for a ONLINE MARKETERS Sales.
- Also, 27.3% people said that "Overall growth of the organisation" is considered the most which Indicates the Growth for a ONLINE MARKETERS Sales.

➢ Thus Indian Online Marketers should develop "Holistic marketing strategy" most which Indicates the Growth for a ONLINE MARKETERS Sales.

Q.5 Do you think the better & Efficient online marketing activities helps you to create a better bond with the online marketer ?
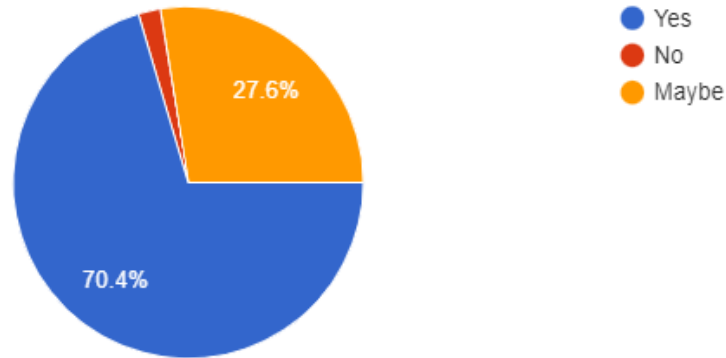
➢ 70.4% of people said that "Yes", better & Efficient online marketing activities helps you to create a better bond with the online marketer
➢ Where as on other hand 27.6% of people said that "Maybe", better & Efficient online marketing activities helps you to create a better bond with the online marketer
➢ Hardly, 2% people said that "No", better & Efficient online marketing activities helps you to create a better bond with the online marketer
➢ Thus Indian Online Marketers should Consider the opinion of Majority and on other hand also should try to convert the Maybe opinion people into Yes Segment.

Q.6 According to you What's the average time period taken for a lead to convert into a customer ?
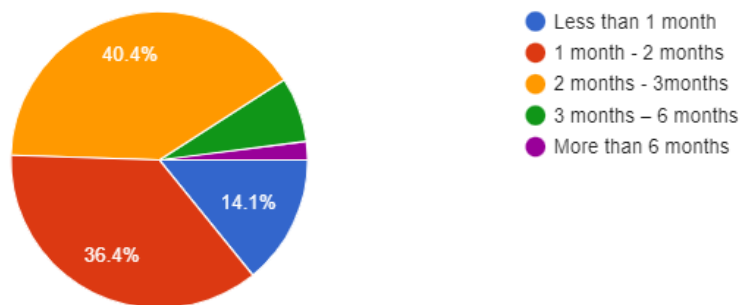
➢ 40.4% of people said that "in 2 – 3 months", is required for lead to convert into a customer in context to Indian online marketer.
➢ Where as on other hand 36.4% of people said that "in 1 – 2 Months", is required for lead to convert into a customer in context to Indian online marketer.
➢ Also, 14.1% people said that "Less Than 1 Month", is required for lead to convert into a customer in context to Indian online marketer.
➢ Moreover, 7.1% of people said that "3 – 6 Months" is required for the lead to convert into a customer in context to Indian online marketer.
➢ Finally 2% of people said that "6+ Months" is required for the lead to convert into a customer in context to Indian online marketer.

➢ Thus Indian Online Marketers should Consider the opinion of Majority and should also try to convert the maximum of their leads into customers, so they do not switch on to any of their other competitors.

Q.7 According to you which of the Online Customer Engagement Programs are preferred in retaining customers ?
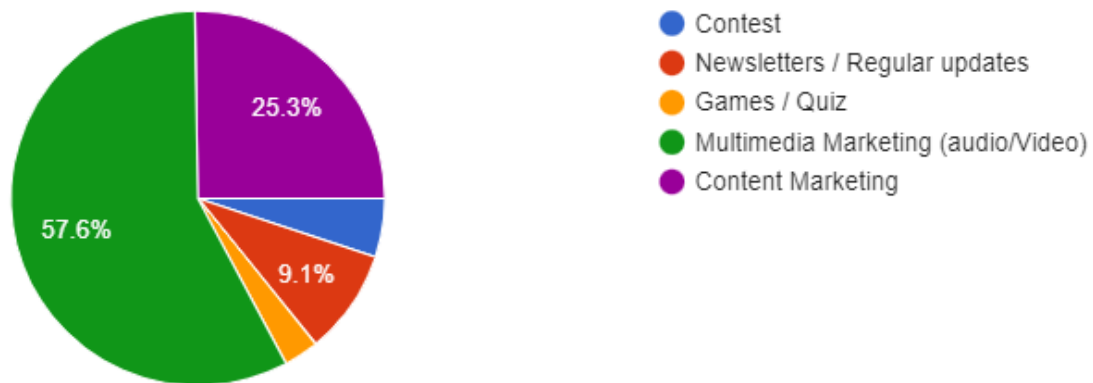

➢ 57.6% of people said that "Multimedia Marketing (audio/Video)", Programs are preferred in retaining customers.
➢ Where as on other hand 25.3% of people said that "Content Marketing" Programs are preferred in retaining customers.
➢ Also, 9.1% people said that "Newsletters / Regular updates", Programs are preferred in retaining customers.
➢ Moreover, 5.1% of people said that "Contest" , Programs are preferred in retaining customers.
➢ Finally 3% of people said that "Games / Quiz" are preferred in retaining customers.
➢ Thus Indian Online Marketers should Adopt "Holistic marketing strategy" to Retain the customers, As different segment of people have different choices, so each & everyone should be taken into consideration & accordingly the Activities should be designed to Retain Customers.
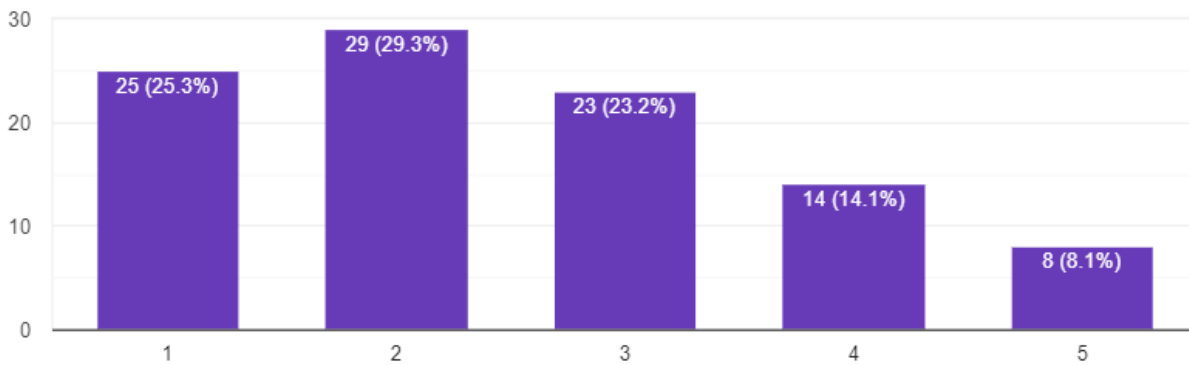
Q.8 According to you which online marketing technique is preferred to convert a lead into a customer ?

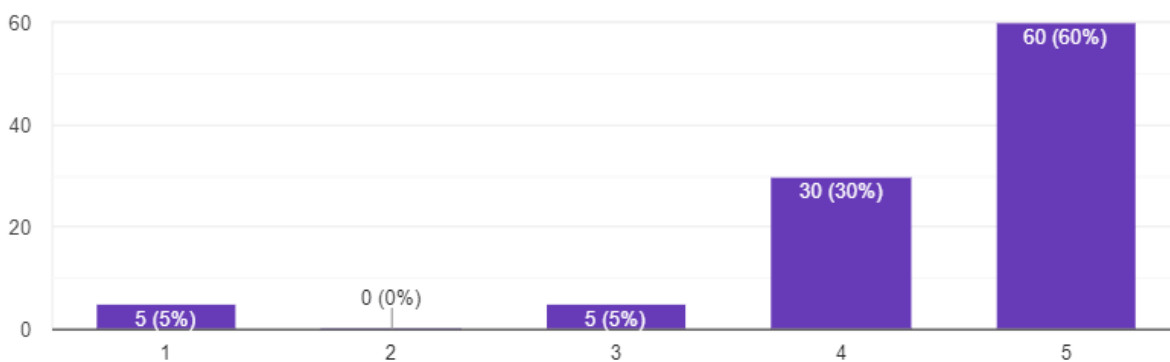Where 1 means Least Preferred and 5 means Highly preferred

E-mail Marketing
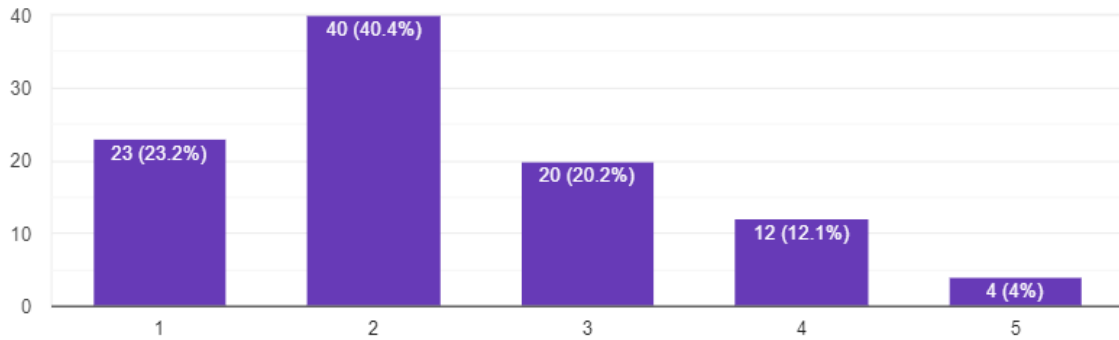
Mobile Marketing

Social Media Marketing

- ➤ So, when it came to conversion of the leads into the Customers through the online Activity "Social Media Marketing" Scored the Highest Rating of 60% in the Highly preferred criteria & 5% gave the Lowest Rating in the least Preferred Criteria.
- ➤ Also, when it comes to the E-mail Marketing 40.4% of people gave Highest rating in the Highly preferred criteria & 4% gave the Lowest Rating in the least Preferred Criteria
- ➤ Moreover, with the change in time the Online actives should be considered & prioritize the most & the traditional methods of conversion of the leads into the Customers should be focused least as it would increase the cost of the company in return of profit generated.

FINDINGS

India is currently on the transitional Phase, whereby the people are now adopting the new way to encourage the business as well as the activities by which promotion can be done specially in context to the Online marketing The findings I have from the entire research are:

1. It could be seen that there is a huge growth & development seen in the current trends of online marketing in India, As of now there is huge Customers in the online market.
2. Also there is a Significant increase in the brand awareness which is more effective through modern marketing.
3. Traditional promotion Marketing activity is now less considerable, & there is a vast incensement the online promotion.
4. When it comes to online marketing with reference to the Customer Relationship Management, it can be seen that it is done more effectively & efficiently and in the better way with the help of Online Marketing & it provides a lead to the Indian online marketer.
5. It was been also observed that the purchasing pattern of the customers with reference to the Online marketing activities had a great impact in the purchasing habit of the customers, as attractive activities done via Online mode encouraged the customers to buy the Products.

LIMITATIONS

Like every coin has 2 sides in same manner the topic has its own positive and Negative Aspects. Advantages are always looked up, but what should actually get focus is the limitations. So, the topic of AN ANALYTICAL STUDY OF MARKETING PRACTICES OF INDIAN ONLINE MARKETERS which I choose, do involve its own limitations. They are:

- Report is been prepared within the limited given time period.
- Only 100 people are been surveyed during the preparation of project.
- For this report convenient sampling is taken into consideration.
- Due to the smaller Number the data collected isn't enough and may led to improper results.
- Respondents are not willing to provide personal information. Thus the collection for the data for the Survey was a major challenge.

Conclusion

Undoubtedly, it's an expansion time for E-Commerce Industry. These players having the chance to boost visitors to their websites with cutting-edge marketing techniques like those centred on social media because the average internet user is spending a greater amount of time online. The study concludes that consumers rely depends upon more than one medium to enhance their brand related information. They are using various sources to get their information and make purchase decision final. Both Traditional as well as the modern method is been used by Consumers.

This study helps the Indian online marketer that social media plays an effective marketing strategy for Online Marketers in India as it helps in promoting the products, creation of the leads and also it helps to convert the leads into the customers.

Coming forward it's been also observed that Social media marketing is currently into the boom and this is an golden opportunity for the Indian online marketer's to utilize their maximum resources and generate the great amount of revenue.

Today's consumers strongly feeling well comfort in online education, shopping, business, transferring of money to save their time and work do effectively. It has reduces the traditional marketing activities. According to the data, e-commerce is rising rapidly in our country (India). They will more motivated to use online marketing with the intend to getting access to exclusive about the brand ,discounts ,offers and sharing their feedback about the brand with the advertiser.

Moreover wide range of information about the product is been also provided which helps to make much better decisions . But at that same time consumer are more fear about their user-safety side of internet. Due to the increase the frauds & privacy issue.

Recommendation

Indian Online Marketers should use the various medium of the advertisement to reach the targeted audience. Companies should help to make awareness about the influence consumer behaviour and make a effective marketing communication strategy.

Moreover they should also use the Latest technology such as as AI,AR,VR, Metaverse, which builds the credibility and make trust among the customers.

Also the Indian Online Marketers should fully utilize the new developing channels by the Indian government, so that their reach bring out at the maximum and hand by hand should also focus on more better ways to improve the safety during the online transaction.

Indian Online Marketers should also more focus very precisely on the customer engagement programs which would directly help in the development of the loyal customers & should also analyse by which method they can attract the majority of the population & non fruitful customer engagement programs should be closed as it might create a monetary burden on the Indian Online Marketers.

REFERENCES

1. "Effectiveness of online advertising a study with reference to selected cities, Zia Ul Haq, (2013)
2. http://hdl.handle.net/10603/24161 A research study by Zia Ul Haq E Marketing and the consumer decision making process,
3. Neha Jain, (2014) http://hdl.handle.net/10603/28662 Online marketing in India A study of consumer behaviour, Verma,
4. Deepak, (2016) http://hdl.handle.net/10603/132454
5. A study by Verma An analysis of online marketing customers and marketers perspective
6. Durkasree P, - (2011) http://hdl.handle.net/10603/18548 The research study by Durkasree P
7. Philip Kotler & Kevin Lane Keller, Marketing Management, New Delhi, Pearson Education
8. Smith, P. R. and Taylor, J. Marketing Communications: An Integrated Approach. Edition 4, Malta: Gutenberg Press
9. https://www.simplilearn.com/history-and-evolution-of-digital-marketing-article
10. https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/
11. https://pushpushgo.com/en/blog/marketing-communication-trends-of-2022/
12. https://www.simplilearn.com/what-makes-integrated-marketing-communications-important-article.