



iJRASET

International Journal For Research in
Applied Science and Engineering Technology



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Volume: 5 Issue: III Month of publication: March 2017

DOI: <http://doi.org/10.22214/ijraset.2017.3103>

www.ijraset.com

Call: ☎ 08813907089

E-mail ID: ijraset@gmail.com

International Journal for Research in Applied Science & Engineering Technology (IJRASET)

Online Marketing Services

Ms. Nikita Mehkarker¹, Ms. Vaishnavi Raut², Ms. Divyani Kasewar³

Department of Computer Science & Engineering,
Rajshree Mulak College of Engg. for Women Nandanvan, Nagpur
Rashtrasant Tukdoji Maharaj University Nagpur, Maharashtra, India.

Abstract: *On-line marketing is a recent phenomenon in the field of E-Business and is definitely going to be the future of selling and buying in the world. This study looks into the various aspects about how markets are being affected and also the various recovery mechanisms they are coming up with to report those E-stores in their race of survival. Price, the trust, the convenience and the recommendations have been identified as important factors [1]. Most of the consumers hesitate not to do shopping online, because of the insecure payment and transactions systems. Online Marketing is the concept that makes all the marketing tools to work together as a unified force rather than work in isolation. It makes the use of whole marketing efforts in the form of advertising, individual selling, promoting sales, online marketing, direct marketing in order to generate maximum influence on the target customers at the minimum cost [2]. The results of the study could be used by the researchers and practitioners for conducting up-coming studies in the similar area [3].*

Keywords: *E-Business, recovery mechanisms, E-store, insecure payment, direct marketing, target customers.*

I. INTRODUCTION

Market is a process of selling goods and services to customers through multiple channel of distribution. Retail stores may be small or big but they mostly operate in the same line as “purchasing to custom”. Retail form of business is as old as development and is the most basic form of business. Online marketing is becoming a big topic in every business sector, and gradually plays an important role in any company’s multi-channel marketing strategy. Online marketing is a form of e-commerce which allows customers to directly buy services over the internet. In today’s world online marketing websites are the most popularly streaming websites which are browse by every person. Online marketing is particularly a form of electronic commerce that is e-commerce which allows consumer to directly buy goods or services from a seller over the internet using a web browser. The market industry campaign has been repainted by Internet and the rules of the game in marketing are fast altering [3].

This website allows just about anyone with a PayPal account to sign up and offer their services. By default, each service must be offered at affordable cost. In Online Marketing the marketing concept that ensures all forms of communication and messages are carefully linked together. Purchasing services over the Internet, online shopping has attained large popularity in recent mainly because people find it convenient and easy to shop from their home or office and also prevent from the trouble of moving from shop to shop in search of the good of choice. The results of study states that online marketing in India is significantly affected by various Demographic factors like age, gender, family size and income [2].

II. IMPORTANCE OF ONLINE MARKETING

Growth of internet users must be credited for the growth of online marketing. With the advent of internet technology number of internet user is increasing at the greater extent across the world. Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM). Now, fast developing countries have understood the resultant affect of Internet, India is still trying to deal with up with the technological developments. Some reasons like these, say less time, traffic jams, late working hours, utility of plastic money and above all the approach of internet at the door step of someone desires it. Online sellers have improved their service and customer easy to found it. Companies can easily market their services in the whole world and can create great market of their services. Currently the market industry in India is accelerating. India is excited to grow to be a most important player in the retail market. Online marketing is becoming increasingly important to small businesses of all types. In the previous days, marketing online was something that local bricks-and-mortar businesses could justifiably ignore. It didn't make sense to spend time and money on online marketing when all your business was local [1].

A. Key Terms

1) *Gigs:* are services offered on our website.

International Journal for Research in Applied Science & Engineering Technology (IJRASET)

- 2) *Gig Page*: is where the seller can describe their Gig and the Gig's terms, and the customer can purchase the Gig and create an order.
- 3) *Gig Packages*: allow sellers to offer services in different formats and prices. Packages can include updates, which lets sellers price their service at basic prices.
- 4) *Sellers*: are users who offer and perform services through Gigs on our website.
- 5) *Buyers*: are users who purchase services on our website.
- 6) *Custom Offers*: are exclusive proposals that a seller can create in response to specific requirements of a buyer.
- 7) *Custom Orders*: are requests made by a buyer to receive a Custom Offer from a freelancer.
- 8) *Orders*: are the formal agreement between a buyer and seller after a purchase was made from the seller's Gig Page.
- 9) *Order Page*: is where buyers and freelancer communicate with each other in connection with an ordered service.
- 10) *Revenue*: is the money sellers earn from completed orders [4].

III. RESEARCH OBJECTIVES

- A. To understand the importance of Online Marketing Communication.
- B. To understand the importance of Online advertising in changing market scenario.
- C. To provide a website for the people to gain advantage of the instant services provided.
- D. To analyze the effectiveness of online marketing as compared to traditional marketing tools.
- E. To analyze the change in business pattern to achieve customer satisfaction [6].
- F. To identify the impact of Demographic factors impacting on-line shopping behavior of consumers with special emphasis on Age, Gender, Education, Income, Possession of internet, Frequency of online purchase, Motivation drives for online purchase [1]
- G. To understand the reasons for growing popularity of online marketing.
- H. The consumers can gain services by browsing through the categories and buy services from a seller at an affordable cost.
- I. To identify the limitations of online marketing as IMC tool.
- J. The website fulfills the need to gain access to the various services which were mostly time taking [5].
- K. Improve customer satisfaction through better service.

IV. EXISTING SYSTEM

Since, the development of the Internet, it has been extreme changes in the way we live, work or play. Among other things, it has changed the way we interact with each other, the way we work and do business and the way we learn. Currently, online shopping became more popular. Lots of young people like to buy the things on the Internet. Thus, it produced a name called Internet Marketing that it also referred to as online-marketing or e-marketing is the marketing of products or services online.

Other two important parts are online marketing business and users. Thus, I examine the behavioral diagnostic of the online marketing users. At the same time, online business should get some marketing strategies to influence consumer network and psychological behavior. The marketing scenario is a wide range of elements in the markets, including the macro-environment and the micro-environment. In the internet development, a larger number of young people and business people depend on Internet, and spend much time on Internet. Thus, it brings a huge chance for E-marketing. Sellers are familiar with the four stages of the customer's buying process, around which marketing activities can be planned. The four stages are as follows-

- A. Need-and-Want recognition
- B. Information gathering
- C. Evaluation
- D. Purchase

Within each stage, sellers have the chance to improve the customer experience and ranking the customer through all stages around a score. Compare E-marketing and conventional market. Firstly, conventional marketing is more expensive than E-marketing. That is why most of young people like to buy online. With E-marketing, you can have direct communication with thousands of customers and. It is very convenient people to select services. However, if you choose conventional way that will waste long time to go each shops. Sometimes, people want buy expensive services, it is better to choose traditional market as you can touch and try the services. In conclusion, E-marketing changes our style and also brings a new way to sell the services. At the same time, it creates

International Journal for Research in Applied Science & Engineering Technology (IJRASET)

lots of employs and decreases the rate of idle and promotes the development of small organization [9].

V. PROPOSED SYSTEM

In the proposed work, the user will select the service which he wants to purchase with the help of our website. The selected web service will get called which will create a connection with the database of the store. As the connection is established, the user is now synched with the database and information related to that service is provided to him. In this whole procedure the overall time of scanning of individual service is saved and thus reducing the time of the shopping. These websites helps users to either buy or sell the services online, but there is no facility of exchanging services online. Also there are no options available where the user can maintain privacy in their online accounts on these websites. There is no option of categorizing the posts under private or public sections. Following flowchart shows the flow of online shopping [6].

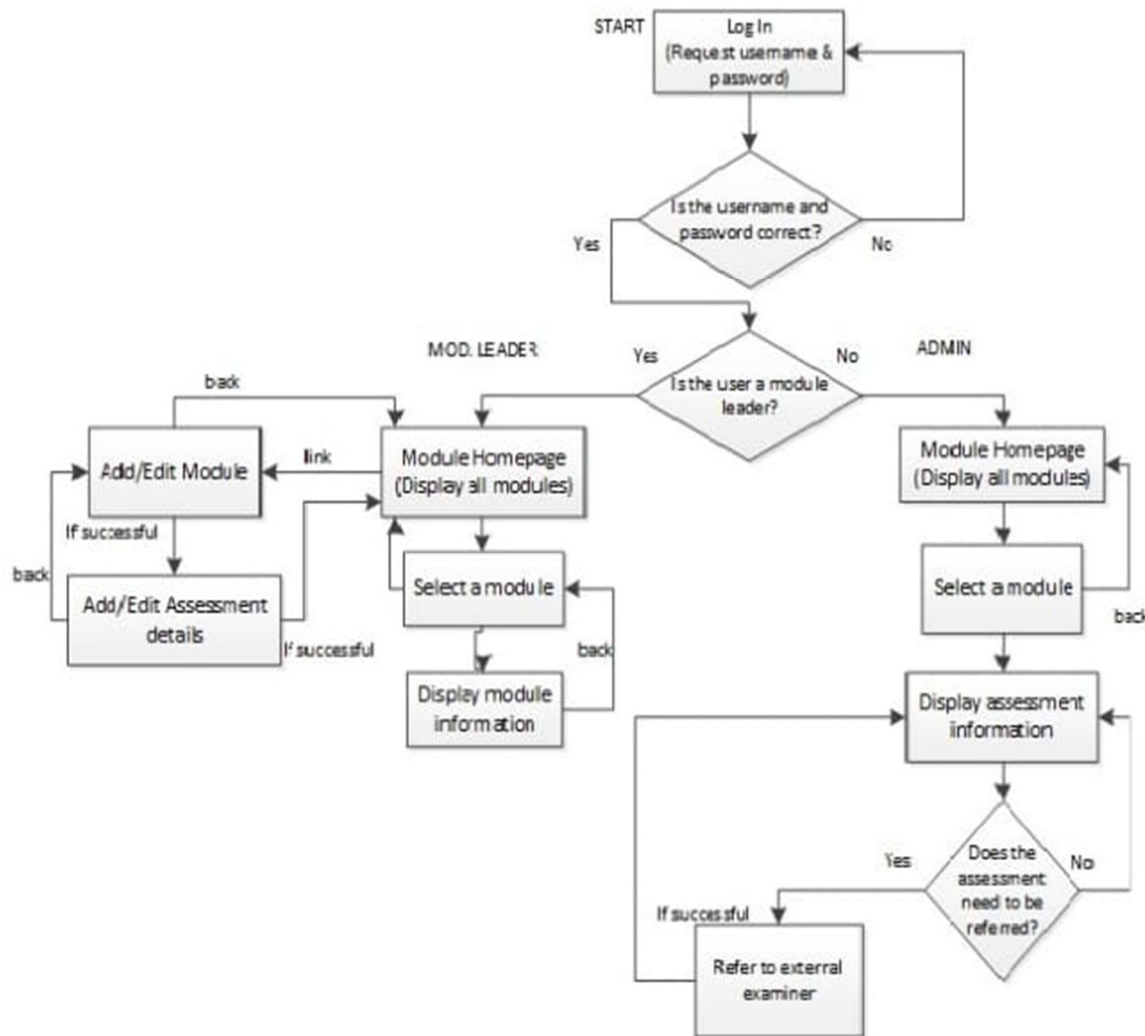


Figure: Flow of online shopping

VI. METHODOLOGY

The typical goal of online marketing is to attract views on the Web to your website and then get those targeted views to enter into a relationship with us. We are experts in helping our customers to fulfill these goals by providing website promotion and visitor conversion.

International Journal for Research in Applied Science & Engineering Technology (IJRASET)

A. Main Terms, in a Nutshell

- 1) Only registered users may buy and sell on our website. Registration is free.
- 2) Gigs may be offered at an affordable price.
- 3) Buyers pay in advance to create an order.
- 4) Orders are purchased through the Order button found on a seller's Gig page or through a Custom Offer.

B. Sellers

- 1) Sellers create Gigs to allow buyers to purchase their services.
- 2) Sellers may also offer Custom Offers to buyers in addition to their Gigs.
- 3) Each order you sell and successfully complete, accredits your account with net revenue of 80% of the purchase amount.
- 4) Our website accredits sellers once an order is completed.
- 5) If an order is not accepted, the funds paid will be refunded to the buyer's Shopping Balance.

C. Buyers

- 1) You may not offer direct payments to sellers using payment systems outside of the Order system.
- 2) Customers may request a special service from the post a request feature found from the marketing dashboard. Services requested on our website must be an allowed service on our website.

D. Purchasing

- 1) Customers pay to create an order from a seller's Gig page or Custom Offer, using the Order Now button
- 2) In addition buyers can request a Custom Order which addresses specific buyer demands, and receive a Custom Offer from sellers through the site anywhere
- 3) Gigs may be purchased using one of the following payment methods: Credit Card, PayPal.

E. Reviews

- 1) Feedback reviews provided by buyers while completing an order are an essential part of our website's rating system. Reviews demonstrate the buyer's overall experience with the sellers and their service. Customers are inspired to communicate to the seller any concerns experienced during their active order in regards to the service provided by the seller
- 2) Leaving a buyer's feedback is a basic right of a customer. Feedback reviews will not be removed unless there are clear violations to our terms of service [4].

VII. CONCLUSION

Online marketing will allow customers to place order without even visiting the shop. Being able to buy any time, any place, anywhere. Site enables them to browse before they buy, and to research the services so they have more confidence in what they are buying. Online shopping became more enjoyable and easier than real-world shopping. Consumers do require detailed information about the variety so as to evaluate its strengths & weaknesses; this suitable amount of information then saves their time by allowing them to make the purchase decision quickly.

The study also tells that main reason for increasing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various motives mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their feedback about brand with the advertiser [2] .

With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The major benefits of online marketing are its capability of interaction between consumers and advertisers followed by availability of wide range of information & ease of shopping. These benefits make online marketing superior than traditional marketing [3].

REFERENCES

- [1] Dr.Gagandeep Nagra, Dr.R Gopal , “ An study of Factors Affecting on Online Shopping Behavior of Consumers “, International Journal of Scientific and

International Journal for Research in Applied Science & Engineering Technology (IJRASET)

Research Publications, Volume 3, Issue 6, June 2013 1 ISSN 2250-3153

- [2] Amruta Vijay Pawar “Study of the effectiveness of online marketing on integrated marketing communication”, D.Y. Patil University, Navi Mumbai, School of Management.
- [3] Sajjad Nazir , Arsalan Tayyab , Aziz Sajid , Haroon ur Rashid , Irum Javed “How Online Shopping Is Affecting Consumers Buying Behavior in Pakistan?” IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. PP 74-78
- [4] https://www.fiverr.com/terms_of_service
- [5] Kothari, C. R., Research Methodology Methods and Techniques, 2nd Revised Edition, New Age International (P) Ltd. Publishers, 2010
- [6] Monisha Singh, Saurab Dhanothia, Ayush Agarwal, Deepa V. Jose, “Online Shopping Behaviour: An Effective Approach” , International Journal of Advanced Research in Computer Science and Software Engineering Volume 5, Issue 2, February 2015 ISSN: 2277 128X
- [7] Fram, E. H., & Grandy, D.B. (1995), “Internet buyers: Will the surfers become buyers?”, Direct Marketing, Vol. 57, No. 10, pp. 63-65.
- [8] Tripathi, P. C., Research Methodology in Social Sciences, 6th Revised and Enlarged Edition, Sultan Chand & Sons, 2007
- [9] <https://nmtp05liuxueyuan.wordpress.com/2010/11/12/literature-review-e-marketing>.
- [10] Bellman, S., G. L. Lohse, and E. J. Johnson, “Predictors of Online Buying Behavior”, Communications of the ACM (Association for Computing Machinery), Vol. 42, No. 12: 32-38.



10.22214/IJRASET



45.98



IMPACT FACTOR:
7.129



IMPACT FACTOR:
7.429



INTERNATIONAL JOURNAL FOR RESEARCH

IN APPLIED SCIENCE & ENGINEERING TECHNOLOGY

Call : 08813907089  (24*7 Support on Whatsapp)