



CURRENT TRENDS IN INTERNET

Submitted by **RISHAV RAJ**

Under the Supervision of

MR. VIVEK AGARWAL

GALGOTIAS UNIVERSITY

Abstract

In order to promote and sell products or services, businesses might turn to internet marketing. The purpose of this thesis was to investigate the following questions from the consumer's point of view using secondary data collected from newspapers, business magazines, online articles, and web, email surveys and e-questionnaires conducted by the companies themselves. The survey data was useful for foreseeing developments in the field of digital advertising.

Introduction:

Internet-based advertising and selling takes use of the widespread accessibility of the worldwide web. The term "electronic commerce" is often used to describe business conducted through the Internet. Buying, selling, and exchanging products and services online are all made possible by e-commerce. Internet marketing is a subcategory of e-commerce, or electronic trade. Due to the proliferation of the internet, internet marketing has seen stratospheric growth in popularity. There were apparently just text-based websites selling goods in the early 1990s when

the Internet first appeared. Providing information about products, selling advertising space and software, hosting auctions and stock trading, and even setting up dates are all examples of what e-commerce sites have expanded into. A few of companies, including Google, Yahoo, Amazon, Alibaba, and Youtube, have revolutionised internet marketing.

The proliferation of the internet marketing sector has enabled a wide variety of strategies, one of which is affiliate marketing (which includes PPC, CPC, CPM, and CPM advertising). Affiliate marketing may also take the form of banner adverts. E-mail marketing, along with viral advertising, interactive adverts, and promotion in blogs and articles, is a prevalent method of internet advertising. New forms of marketing are always being developed. It is essential to have an idea of the probable course of events. Businesses are always coming up with new methods to boost profitability and raise their internet visibility. Customers' level of sophistication as consumers increases. They refuse to help companies with their advertising campaigns online unless they are paid for it. They are willing to take part in campaigns provided that they are compensated in some way by

the companies. Partnerships of at least two people are common in Internet marketing, and typically there are more than three. Consumers, businesses, and internet marketing agencies are the intended readers. Customers make financial transactions with businesses in a two-sided paradigm. Companies that provide online marketing services would play the role of the middleman in a three-way revenue model. Customers might be offered a share of the revenue they generate for the companies as an incentive to join up. There are three basic business goals that may be accomplished via Internet marketing. Models of interaction between businesses, between businesses and consumers, and between peers. The B2B model and the complex B2B transactions it enables both benefit financially from Internet advertising. Direct interaction between a business and its customers characterises the B2C model. The idea of peer interaction involves using computers in a manner that takes advantage of commercial transactions between individuals. When it came to sharing information and media, the P2P model was unparalleled. Copyright violations have been a challenge for P2P systems.

Review of Literature

Marketing channel preference:

(Jaeki song et al., 2006) examines the characteristics that lead companies to choose one method of advertising over another. He contends that internet marketing may be an effective substitute for more traditional methods of promotion, and that websites can beat out brick-and-mortar competitors by offering lower prices. I couldn't agree with you more. While we appreciate the inclusion of successful dotcoms as examples, we believe that the reasons for the demise of some dotcoms should have been taken into account. That would have provided some background information for their inquiry. The two distribution

methods have been compared using a number of criteria, including access to markets, price data, the competitive environment, and pricing tactics. Concerns about internet fraud and security on the part of companies will not be addressed in this article. His primary verdict is that consumers may save money by making their purchases online.

Experts' contributions to the web:

Web-savvy individuals have been studied for their positive effects on the opinions of consumers and enterprises (Davidson Alistair et al., 2006). Web savants, as the authors state, are invaluable to buyers who require help deciphering a product's technical specs or deciding which model will deliver the most value over time. It would have been good to know what degree of online savvy clients should have. Customers really respect the insight and experience of web mavens, and it would have been useful to highlight this fact. I agree with the authors that the opinions of internet experts may help businesses improve their products, strengthen their relationships with existing customers, and break into new markets. It would have been useful if the author discussed whether or not established firms can continue to prosper without catering to web-savvy consumers. If that's the case, finding out what tactics they're doing would be fascinating. It would be interesting to learn what percentage of firms react to web mavens. Experts in the digital realm would gain more credibility as a consequence.

The formula for success in the realm of digital marketing:

(Aldridge, Alicia, et al., 1997) discusses the considerations that firms must make while doing business online. The author argues that for businesses to be successful at internet marketing, they need to

recognise that the consumer market is distinct, that communication with the consumer is becoming more direct, that open competition must be faced, and that easy access to the market will be critical, that internet users desire more agency, that the lack of physical interaction makes authenticity critical, and that security must be prioritised to safeguard personal information.

To some extent, I agree that they are important. The author also discusses further internet strategies, including methods of targeting, marketing, product, and distribution. These strategies are essential for surviving the internet's dangerous ecosystem. If the authors had acquired data to back up their claims, their writing would be more convincing.

Effects on environment:

Since internet marketing discourages impulse buys, proponents of this strategy claim it will help safeguard the environment. (Chen et al., 2000). I agree with them completely. The authors should be commended for offering a unique perspective on the topic of online advertising. Internet marketing promotes a paperless working culture, and I believe that eliminating the necessity for kiosk displays is a big contribution to this trend. It's also true that it makes it feasible to ship items that would be impractical to ship during traditional retail transactions. The author should have included more detail on the factors that encourage businesses to pursue a paperless workplace, such as cost savings alone, companies' desires to conserve the environment for social purposes, market pressure from other organisations that are doing the same, and so on. The writers may have done better if they

discussed the many sectors that have investigated internet marketing as a green approach.

Facilitating service provision through the Internet:

(Kim D.J. et al., 2007) investigated the perceived value of online travel agencies from the perspective of their clients. They considered nine aspects that are very important to consumers. The website's speed, its design and presentation, the website's ability to book all travel services in a single transaction, and the website's design and presentation are all crucial. After considering these criteria, they concluded that low ticket prices were crucial to bringing in business. The authors decided against using direct marketing by airlines as a comparison since airlines might be encouraged to provide new services in order to compete with travel agencies. They may have learned whether people simply care about price when choosing an airline from this comparison. This article offers helpful guidance for businesses providing services over the Internet. The company's service may highlight one or more of these features more than the others. The priority of ensuring the security of internet banking will increase.

In order to satisfy consumer demand:

According to (Urban Glen, 2006), companies that put the customer first are more likely to attract and keep customers. The author asserts that when a company really cares about its customers, those customers will return the favour. The author has included numerous good examples, spanning from low- to high-value consumer goods and high-end industrial services, to show that firms of all sizes employ methods to fulfil client demand. However, the author fails to discuss how these tactics could affect a company's bottom line.

Examination of the sexes:

The relevance of consumers' gender in e-commerce is clarified by research on the topic (Chiu Yu-Bin et al., 2005). One important takeaway is that women consumers are less enthusiastic about the ease of online purchasing than male shoppers are. This is how I feel as well. Therefore, companies should put a premium on creating accessible goods. They propose establishing a specialised online community catering to women's interests and needs in order to facilitate easier online buying. The idea that companies should cater to certain sex groups is one I can get behind.

According to the authors, businesses may improve male consumers' perceptions and intents to make purchases by catering to their needs at the correct moment and being responsive to their inquiries. A women-only online store that promotes simple navigation may see an uptick in customers for the same reason. They suggest utilising VR with music to demonstrate women how to utilise things in a fashionable manner, keep them entertained with unexpected visual effects, and evoke favourable feelings and greater intent to purchase. Women often have a good attitude towards site personalisation because it gives them a sense of agency as customers.

What makes the authors' work so significant is the tactics they suggest companies might utilise to must hire based on stereotypical gender roles.

Objectives

Internet marketing relies heavily on understanding consumer sentiments towards online advertising and marketing, as well as the future of Internet marketing and preferred Internet marketing technologies.

Research Objective:

The purpose of this research is to recognise and evaluate new developments in the arena of digital

advertising. How do consumers feel about online advertising in general, and what are some of the unique tactics being used by internet marketers?

Curriculum Map:

This research may be characterised as both exploratory and descriptive due to the utilisation of secondary data in the examination of Internet marketing tendencies. Client opinions on Internet marketing, however, are gleaned through Primary Data.

In all, there are:

In order to get an accurate result, we needed to survey 150 persons, but only 121 responded.

Sampling Strategy:

People who filled out the survey were prompted to share it with anybody they thought would be interested.

Research Approach:

A questionnaire with no space for open-ended responses was used for this investigation.

Chart 12 shows that, overall, people think conventional forms of advertising work better than online ones. This may be because traditional forms of advertising make use of more channels and are not restricted by geography.

FINDINGS AND OBSERVATION

The following are the most important takeaways from my investigation and analysis of Internet advertising.

Respondents overwhelmingly evaluated SEO and SEM as effective methods for internet marketing due to the widespread usage of search engines.

Traditional marketing methods are favoured over Internet marketing despite the latter's lower cost since they allow for more experimentation.

Advertising a product online may increase its exposure and brand familiarity, but it can also be unpleasant. Customers may get irritated with advertising emails, web banners, and pop-up windows.

Blog-based marketing is an effective method of reaching your online audience since so many people read blogs or look to them for information.

Internet marketing is more successful in industrialised countries because the infrastructure required to facilitate it is more developed there.

Limitations:

- ✓ The limitations of the research are discussed below.
- ✓ Respondent bias skewed results in favour of Traditional Marketing.
- ✓ Inability to get people to finish the survey.
- ✓ Due to the small size of the sample (150 people), definitive conclusions cannot be made.
- ✓ Time restrictions were a major hindrance to the inquiry.
- ✓ Because there were so many related works, a systematic review was impossible.

Not all internet marketing is made equal, yet conducting business online may do wonders for a company's reputation or financial line. The growth of the sector is hampered by the prevalence of unreliable third-party sites, which attract users but provide them with little value. Between \$20 and \$40 billion might be made via internet advertising. When asked whether online marketing would replace more traditional forms of advertising, businesses are split. Consumers are sceptical by companies' promises to shift resources away from traditional types of advertising in favour of internet marketing.

Customers and companies alike agree that monitoring the state of online marketing is critical. The growth of internet advertising is likewise widely accepted. Customers expect identity theft to occur while making purchases online, but they don't think it will stop the industry's rapid growth.

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