

AN ANALYSIS OF UPCOMING TRENDS OF ONLINE MARKETING IN CHENNAI CITY

Dr. Maheswari¹, P, Dr. Sahila. C²

¹Assistant Professor, SRMIST, Ramapuram Campus, Chennai, India

Email: Maheswap2@srmist.edu.in

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Abstract

The introduction of the internet and smart phones has ushered in a new era of shopping. The word "online marketing " refers to a company model in which products and services are provided directly to consumers through a website, eliminating the need for a middleman. E commerce makes it possible for us to order the items we need from the comfort of our own homes. Customers may choose and choose from a wide range of goods accessible online before placing their order. Customers may pay for the goods using a credit card, a debt card, e-cash, or an e-wallet. These developments in ecommerce, as well as E-Business possibilities and technological advancements, are discussed in this article. This study focused the opinion of online customers availed benefits in Chennai city.

Keywords: Online marketing, trends, Opportunities, technology, Innovation, etc.

INTRODUCTION

A company's customer base, customer dependability, income, incentive system, and market share are all based on how happy its customers are. Model organisations are customer-centric, with a strong emphasis on profit maximisation as the main driving force. Customer satisfaction is a top priority for them, and they view it as a way to stay in business and make money. The type and impact of consumer contacts, as well as the products or services they get, are all factors that go into determining customer happiness.

CUSTOMER CONTENTMENT

In trying to determine how to quantify customer pleasure, companies have thrown about several definitions. Customer satisfaction may be influenced by a wide range of factors, including both labour and product. It's a personal assessment that's strongly influenced by customer expectations. Decision time, as it is known as in business literature, is frequently dependent on consumer satisfaction when it comes to interactions with organisations and individual employee performance. According to some scientists, a happy private-sector consumer is "one who gets essential extra esteem" for his or her main worry, and this phrase also applies to readily-accessible guidance or assistance. The level of client satisfaction varies depending on the circumstances and the product or service provided. A customer may be pleased with a product or service, background, buying decision, salesperson, shop, competent organisation, or job if it includes all or part of these factors: satisfaction, satisfaction, satisfaction. Due to a plan to finish being seen "too fluffy," experts have stopped using "Fulfillment" as an evaluation goal. In general, the focus is on the consumer's full presence and comprehensive evaluation of the interaction with an organisation or management relationship. It's common for medical care publicising methods to ask patients to rate their providers and experiences based on particular aspects, such as "How effectively did your physicians keep you informed?" This evaluation shows substantial improvement by providing "notable" details. Purchaser satisfaction is quite comparable to the estimate of house worth, which is significantly affected by a single assumption. Buyer happiness.

E-commerce, electronic commerce, and internet commerce are all terms used to describe e-commerce. Buying and selling products and services via the internet is referred to as e-commerce. Even online payment may be used to pay for goods. E commerce may be defined as any business transaction carried out via the internet or a network. E-commerce has been around for a long time. The first online sale occurred on that fateful day in 1994, on the 11th of August. E-commerce began in the

United States when a guy sold a CD to a friend through his website. He completed the transaction online using the Net Market website. Ecommerce is now playing a significant part in our day-to-day activities. Stores are becoming more rare places for us to make purchases. Instead, we're placing our orders from the comfort of our own homes. The advent of smart phones has significantly increased the speed at which business is done online.

RECENT TRENDS IN ONLINE MARKETING

With today's social media, consumers may choose and select goods based on their preferences. Social media may be used to educate consumers about a product through a variety of channels. Social media has a critical role to play in helping ecommerce businesses grow faster. The use of mobile phones to make purchases and perform transactions has skyrocketed in recent years. A rise in the quantity of purchasing done through mobile phones and networks has been attributed to the ease with which computers and mobile phones can now be accessed. With the advent of the smart phone, purchasing has grown increasingly popular on mobile phones. Within a week, you'll have finished the ordering process, made your payment, and received your item. Online shopping helps consumers save time by reducing the number of trips to the store.

With videos, you'll have a long-lasting impact on your consumers. It is easy to get them to buy a product if you show them entertaining films about it. Videos are very useful for explaining to customers how to use, compare, and specify a product. Mobile phones are more widely available than laptops and desktop PCs to a greater number of individuals. The most popular way to visit an ecommerce website is via a smartphone. Smart phones with built-in high-speed internet make it even easier to go to the site. Customers may quickly visit and access websites and place orders for the products they need with the use of mobile apps from companies like as Amazon, eBay, Grofers and Paytm. Ecommerce businesses are making a concerted effort to increase their sales by using sales tools such as pop-ups, chat modules, and other means of persuading consumers to make a purchase before they have made up their minds.

ONLINE MARKETING IN INDIA

About 137 million people use India's network as of June 2011. Web-based businesses' penetration is modest when compared to sectors like the US and the UK, but it is expanding even quicker as a large number of new rivals enter the market. As a result of the business structure, there is a nexus for future development. In India, putting money down as a down payment is common. With an active case economy, India receives a lot of foreign direct investment. Direct imports are also a huge component of internet transactions. Compared to nations with licenced merchants and online market participation, global buyer interest is growing much quicker.

Electronic commerce is referred to as E-Business. To conduct business via electronic media and the internet is referred to as E-Business. An e-business is one that uses the internet and data technologies like Electronic Knowledge Interchange to operate a company (EDI). E-Business refers to the seller's website, UN agency sells products or services to the client from the portal using a digital cart or digital handbasket system and allows payment through master card, positive identification or electronic fund transfers. E-Business is also known as electronic commerce. To put it another way, E-Business is the migration of business onto the World Wide Web (WWW). E-commerce makes it possible to contact and engage with consumers in new ways that are data-driven. Managing orders and dealing with a wide range of suppliers and commercial partners may be cheaper using this approach. E-business provides the appropriate smart possibilities for emerging nations like Asian countries.

Electronic commerce, often known as E-Commercial, encompasses a wide range of on-line business operations for the sale of goods and services. In addition, "any kind of commercial transaction in which the parties engage electronically rather than physically trades or direct physical contact" is included. Digital scientific discipline and electronic communications are used in business transactions to create, remodel and redefine connections for the production of value between or among companies and between organisations and individuals, which is what E-Business is all about. Nowadays, e-business has become an essential element of Indian society as a whole. Many people, particularly those living in metropolitan areas, consider access to E-Business platforms to be a need rather than a luxury. The number of internet users worldwide is already approaching three billion, with Asian countries accounting for 259.14 million of the global total. E-Business has grown tremendously as a result of this penetration of demand and the growing trust of online service users. An rising number of customers are enrolling on E-Business websites and purchasing goods using mobile phones. According to the findings of the study, the compound annual growth rates in Japan, Korea, and Australia's mature E-Business sectors may play Martinmas to twelve-tone music in the next years. These growth rates will be 25 percent and 57 percent respectively in China and Asian country's chop-chop booming marketplaces. It also points out that Ecommerce marketplaces in China are growing at compound annual rates of over 200th, with a potential

market size of \$ 350 billion. India's E-Business industry is projected to expand by 37% by 2015 to reach \$20 billion in U.S. dollars, according to a study by the Internet and Mobile Association of Asia.

GROWTH OF ONLINE MARKETING IN INDIA

In 1996, www.rediff.com, India's first E-Business site, launched. However, the increase was very sluggish as a result of the low number of internet users. There are more internet users and mobile users now than there were in 2011. Sites like Flipkart, Snapdeal, and eBay had already entered the industry and were increasing their emphasis on the customers. They were already. Amazon entered the market in 2013 and has since grown rapidly. In 2010, there were less than 50 million internet users, but the number has already grown by a factor of ten.

The E-Business industry has been propelled by shifting consumer habits and tastes, especially among the country's young people. There are more than 1.252 billion people in India, and more than half of them are 'below 25'. Also, 67.0% of India's population are between the ages of 15 and 64, and their increasing disposable income would help fuel E-Business development in the future. Higher-value online transactions indicate consumers' increasing proclivity for online shopping. Customers are willing to pay more than INR 25000 for items, up from INR 3000 to 10000 before. Revenue from India's e-business grew from \$3.9 billion in 2009 to approximately \$16.8 billion in 2015, and it's projected to reach \$70 billion by then as well.. While India's internet base is smaller than China's and other heavyweights', such as Japan's, it is growing at a pace that is much superior to the others. According to a joint research, India's yearly growth stands at 51%, China's E-Business grows at 18%, Japan's at 11%, and South Korea's at 10%. Consumers in India have evolved and become more accepting of different payment options over time, according to research. One of the most popular payment options in the nation is cash on delivery. Only around 20% of credit and debit card users use their cards to make online purchases, suggesting a sizable untapped opportunity for online transactions. Online shopping is popular among consumers, as shown by a recent research.

E-business in India is growing at a segmental rate: The fashion and electronic industry is expanding at a quicker rate than the wind. Electronic gadgets and fashion items are increasingly being purchased online by a growing number of individuals. In fact, several mobile phone manufacturers now solely debut their products on e-commerce websites like Flipkart and Amazon. Consumers are being enticed to shop online by promotions like cash back, additional discounts, and special bank offers. The Sectors of Tickets and Travel The e-business industry as a whole is expanding at a breakneck pace. IRCTC has been a major contributor in this industry in recent years, earning about 20.000 crores in 2015. Because of the high volume of people using ticket and hotel booking sites like Make My Trip, Go ibibo, and Yatra.com, many businesses are making enormous profits. This industry has shown tremendous development over the last decade. In 2007, it was worth 6250 crores; by 2015, it was worth 54800 crores. Electronics Mobile, LED TV, tablet, and laptop shoppers all like to do their shopping online. E-most tailing's important industry is electronic goods. For the most part, businesses these days begin selling their goods online before moving them to a physical retail location. Xiaomi's Mi3s, Motorola's G4, and other recent examples come to mind. Previously, customers were reluctant to purchase high-priced items owing to a lack of confidence, but new payment methods like 3D secure and cash-on-delivery made them more willing to spend a larger sum. Buying fashion accessories online is more popular than going to a store. As a result of the real guarantee of the product and the ease with which it may be replaced, this industry is rapidly expanding. In today's market there are a growing number of choices for consumers to choose from when it comes to making a purchase.

ADVANTAGES OF ONLINE MARKETING BUSINESSES.

The Indian business community is becoming more aware of the advantages provided by e-business. Net commerce's fast acceptance will be aided by the ease with which people can go online and navigate the network. Safe and secure payment methods, as well as the necessity to develop and promote new ideas like Mobile Commerce, are critical. There are a wide range of reports available from India Studies, all of which are reliable and simple to read. These reports track company trends, map industry environments, and create bespoke reports for individual clients.

E-Business has played a significant role in the expansion of commerce across the world. In addition, trade barriers are being reduced; capital markets are becoming more globalised; and financial reporting on the Internet is moving towards International Financial Reporting Standards (IFRS). E-Business firms have benefited greatly from the availability of online financial reporting. The International Financial Reporting Standards (IFRS) are a set of accounting and financial reporting guidelines that apply all around the world.

Due to E-Business, companies now have the option to operate virtually. A virtual company consists of a network of interconnected online computer companies. The virtual business's individual companies are linked together through the internet, making it possible to share resources including talents, prices, and markets. Only the company's key capabilities are contributed by a business entity. To be successful in a competitive market, a virtual company must have the flexibility to grasp new opportunities as they arise. Enhanced pricing transparency and lower search costs are expected outcomes of the Internet. By merely publishing prices on the Internet, rivals may create search engines that monitor pricing across various websites, and this will be made easier by the development of standards such as XML. Collusion may be made easier if prices are transparent. The enhanced communication and openness in the market, as well as the possibility for more frequent market contacts, provided by Internet technology may provide for a perfect micro-climate for collusion. Particularly in online markets and collaborative Internet sales operations, there may be issues about collusion with regard to market design and ownership.

BARRIERS TO ONLINR MARKETING

E-Business in India has grown slowly because of a number of infrastructure issues. Some of them even open up new commercial possibilities for the company concerned. Even with a thin-margin company, being paid through net banking means giving up a substantial portion of income. This equates to giving up nearly half of one's earnings. When a merchant receives a fraudulent charge, the merchant is held responsible and must account for it in the business model. Businesses must deliver the goods in a secure and timely manner into the hands of the appropriate person. There is no acceptable degree of service provided by regular postal mail, and couriers have exorbitant fees and a restricted service area. Initially, high-value shipping items may need insurance, raising the overall cost. Whatever the system's level of sophistication, vendors will be forced to cope with an antiquated inventory management system. This will cause a significant reduction in speed. Digital data will be absent from the majority of their offerings. There are no eye-catching images, no digital data sheets, and no mechanisms for checking daily pricing and availability to keep your website current.

Excessive pricing isn't going to be a problem for e-commerce businesses in the near future. Few E-business enterprises are presently profitable, much less profitable in excess. Excessive pricing, on the other hand, may be a major problem for E-Business firms that grow to dominate their respective marketplaces. E-Business is fraught with competitive issues, one of which is that it may make collusion easier. The emergence of B2B online marketplaces co-owned by a number of major market players has been the subject of much recent debate on this topic. Even in the absence of joint ventures and online markets, ecommerce has a number of features that might be anticipated to promote collusion.

Consumers' primary concern about doing business online is cyber crime. Cybercrime is a serious threat to ecommerce, and no one wants to be a victim of it. An e-crime is a computer crime, such as cybercrime. Computer and network crimes are known as cyber crimes. Computer infections, phishing, and denial-of-service assaults, all of which create revenue losses for e-commerce companies, all fall under the category of cybercrime. Companies engaged in e-business must be knowledgeable about cybercrime and have a plan in place to combat it.

AIM OF THE RESEARCH

1. To study the emerging trends of online marketing in India
2. To analyze the opinion about the online marketing trends amongst the online shopping customers.
3. To provide suitable suggestions to improve the performance of online shopping.

SCOPE OF THE RESEARCH

The research covers the B2C (business-to-consumer) market segment. The people who took part in this research study were from Chennai, and they all had some level of familiarity with online purchasing.

METHODOLOGY

In this context, the approach refers to any of the methods used to collect data. Selecting a research topic, presenting the problem, logical consistency and analysis, literature and document examination, bibliography, data collecting, and explanation are all part of these stages. This is a screening study, therefore a formal questionnaire survey method is recommended. Following is a list of the research techniques used throughout the investigation phase, organised by research goals. The design may be a visual depiction of several stages in the research process. The research used a descriptive design to examine phenomena, groups, and situations. Primary data are information gathered directly from the source by the researchers for the specific purpose of doing the study. Because of their simplicity and dependability, structured questionnaires and personnel interviews were employed in the current study to elicit responses from the participants. There are many different types of questionnaires, but the most common is the questionnaire. There is an explanation of the information required and the context in which the data were generated in this section. Use of questionnaires ensures that the marker material is produced with the greatest competence and care. Questionnaires Samples are tools for thinking about large groups of individuals by observing a small group of people. There are 200 people in the sample. We're using the random sampling technique for this experiment. A random survey is one in which every item in the universe has an equal chance of being chosen.

ANALYSIS AND DISCUSSION

The degree to which two or more variables vary together is measured statistically as correlation. Correlations show how much one variable rises and falls with the other.

$$\text{Correlation} = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

X – Trends in online marketing

Y-Customer opinion

Table: 1 Correlation Test Analysis

X	Y	XY	X ²	Y ²
20	28	560	400	784
100	120	12680	10816	14400
63	43	2816	4096	1937
17	9	144	325	64
0	0	0	0	0
200	200	16200	15637	17185

Source: Computed

$$r = \frac{\sum xy}{\sqrt{\sum x^2 \sum y^2}}$$

$$= \frac{16000}{\sqrt{125.044 * 131.088}}$$

$$= \frac{16000}{16391.7678}$$

$$= 0.976$$

Result: There is a positive correlation between trends in online marketing and Customer opinion.

To examine whether the relationship between trends in online marketing and opinion of customers is significant or not, the following null hypothesis is formulated and tested.

H0: factors influencing is not dependent on the opinion of online marketing customers

Table: 2 Chi-Square

Factors	Degrees of freedom	Calculated value	Table value	Hypothesis Accepted/ Rejected
Trends in online marketing	9	10.60	16.92	Accepted

The chi-square value obtained is lower than the one found in the table. As a result, we'll accept the null hypothesis. There is no correlation between online marketing developments and consumer perceptions of e-business services, thus none influences the other.

SUGGESTIONS

- Advertising has a huge impact on how consumers are influenced. To draw a big number of customers, online business owners must enhance their advertising.
- In order to compete with sales promotion, online marketing owners need make a few adjustments to their marketing methods.
- Keeping customers is a difficult job, but good after-sales service and management of complaints may help. It has to improve its customer service and how it handles complaints more.
- A greater degree of promotion of the Cash on Delivery and Return Policy is required to draw a big number of Customers.

CONCLUSION

E-commerce has become more important in today's world. It's no secret that the number of individuals who shop online has risen dramatically. The use of ecommerce websites for buying has been pushed even further with the advent of smart phones. E-commerce provides a slew of benefits to its consumers, including easy product comparison, time savings, and fast product delivery, as well as discounts. The use of the internet and mobile devices, such as smartphones, has drastically altered the way we shop. Further evidence suggests that the number of individuals using e-commerce websites to make purchases will rise in the future as well.

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