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International Conference
on
WINNING THE MARKETING WAR –
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**A STUDY ON ADVANTAGES AND DISADVANTAGES OF TRADITIONAL
MARKETING AND DIGITAL MARKETING**

Dr. G. JOTHI

Associate Professor & Head, Department of Commerce , Park's College, Tirupur – 05.

Abstract

This paper analysed the advantages and disadvantages of traditional marketing and digital marketing. Internet Marketing is more reasonable and economical and faster method to reach out to consumer straight, and it is the best ways for business to market locally or internationally. Consequently; both forms of marketing can help traders and marketers to do business. Each of them has some advantages and disadvantages. In traditional marketing, the domain of effect is low, on the other hand using of Electronic marketing will exceed the boundaries and bring in products and services to the demographic of internet users. Furthermore, using the internet would be cheaper, faster and suitable for marketing.

Key Words: Electronic marketing, Traditional marketing, Internet marketing.

Introduction

Due to the internet, a key happening across industries today is the emergence of a global marketplace just a mouse click away. Since the advent of the internet, the number of companies using e-services continues. Optimistically in these days, the greater part of people can access to the internet and some of them use it in their transactions. The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. The methods of communicating among people have changed appearances in conducting business among the other nations. Customers can find their needs, neither wasting time nor wasting cost, just with a quick click and use an internet search engine. By developing countries and technology, many new concepts and instruments have been created. Among these issues the role of computer, internet and e-commerce is highlighted. To increase the speed of trading and many other factors, investigating and exploring the main factors will contribute researchers to better analyze market, organization structures, and success's methods.

In recent years, a number of businesses have been increased by using electronic media in their advertising efforts giving the possibility for electronic marketing to develop in a very remarkable and active way. Although more and more firms realize the importance of leveraging on the Internet to conduct their businesses, corporate leaders are finding it difficult to keep up with fast moving markets and the customer conditions that are the hallmark of the Internet. One of the important tools that are used to persuade and tempt humans to trade is marketing that has two fundamental concepts which are traditional and electronic. Electronic marketing is a phrase that refers to use of the Internet/Web and related information technologies to conduct marketing activities (Krishnamurthy, 2006). Electronic marketing is the latest method of attracting consumers by using new facilities and technologies.

Traditional marketing used to speak increasingly attracting customers to buy their needs. In fact E-marketing is using digital technology and electronic media specifically the internet for trading or selling goods.

Objective of the Study

The main objective of the study is advantages and disadvantages of traditional marketing and digital marketing.

Review of Literature

Hoge (1993) has stated that electronic marketing is the transfer of goods or services from seller to buyer that involves one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century.

Chaffey (2002) analysed the E-Marketing began with the use of telegraphs in the nineteenth century. E-marketing defines as “Applying Digital technologies which form online channels (Web, e-mail, databases, plus mobile/wireless & digital TV) to contribute to marketing activities aimed at achieving profitable acquisition and maintenance of customers through improving our customer knowledge, then delivering integrated targeted communications and online services that match their individual needs.

Strauss. J (2006) E-marketing in their latest book defined as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stakeholders.

Hanieh Mirzaei (2012) in this paper initially seeks to document and review Differences of traditional marketing in opposition to Electronic marketing. Nowadays; the methods of business conduction have been changed by the revolution of information communication technology (ICT) that most of the transactions are related to internet. The World Wide Web, online communication skills has created fast growing modern electronic distribution channels for Electronic marketing.

Traditional Marketing and Digital Marketing

There are countless ways of marketing products and services. Traditional marketing methods include print advertisements, such as newspaper ads, billboards and flyers, as well as television commercials and radio spots. Digital or online marketing methods, which are becoming increasing popular, include websites, ads on social media, YouTube videos and search engine optimization (SEO), among many others. The world has transitioned into a very digital environment. Not only are magazines going digital, many of our daily tasks such as banking online and much of our reading is done on e-readers. With rise of the digital age it is good to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in the digitally based world. For today’s businesses, it is imperative to have a website and use the web as a means to interact with their consumer base. So, with this new approach to attracting customers, what benefits does digital marketing have that traditional marketing does not:

i) Greater Exposure: Traditionally, it was possible to quite effectively reach a local audience. Digital marketing, however, now enables business to reach people all over the world, 24 hours a day. Using traditional marketing techniques, reaching a worldwide audience would cost a fortune. Moreover, on social media there is always the possibility for content to go viral, which gives one's business amazing exposure without any extra effort or costs whatsoever.

ii) Cost-Efficient: As the image below shows, digital marketing can save one's company lots of money. With the right tools and partners a Digital Marketing strategy can be achieved fairly cheaply as it can eliminate the need for a presence in costly advertising channels such as newspapers, and more 'traditional' directories.

iii) Easy to Measure: Through tools such as Google Analytics, it is easy to keep track of the traffic to your website as well as conversion rates, among other things, and you can adapt your marketing strategies accordingly. Tools such as these provide great insight into the effectiveness of the digital marketing campaigns.

iv) Customer Engagement: Traditional marketing tends to be unidirectional. On the internet, however, communication goes both ways and digital marketing can be very interactive. Consumers can 'like', 'share', 'follow' 'retweet' and comment on social media, as well as review your products and services. Digital marketing thus enables potential customers to easily engage with your business, while simultaneously giving you more publicity. Moreover, digital marketing is less intrusive than traditional marketing. Individuals can choose to opt in or out of newsletters and they can hide the Face book posts, if these do not interest them.

v) Easily Refine Strategies: Traditional marketing campaigns often take a long time to develop and are expensive. People cannot simply decide overnight to take a different course of action if their campaign does not seem to be working. Conversely, if the digital marketing campaign seems to be ineffective, one can just change your strategies. It is easy to post different types of content on social media or to update the design of your website, for instance. Online, there is always room for adjustment.

Working of Digital Marketing

Marketing is defined as a process of communicating with the customers in order to inform them about various products or services which would be of benefit to them. Marketing also incorporates the use of a broad range of strategies to increase customer's knowledge of products or services. Now a day's for most of the people, the first place they go to find new information or products is the Internet. Thus, digital marketing not just helps clients to market their products better through online but also users who can reach out to products from their system or mobile phone. Digital marketing works by using a number of different strategies:

i) E-mail Marketing: Email marketing is one of the earliest forms of digital marketing. It is used to directly marketing a commercial message to a group of people using email as well as segmenting your customer data and delivering personalized, targeted

messages at the right time. With effective email marketing software, you can maintain email lists that are isolated based on several factors, including customers' likes and dislikes.

ii) Search Engine Marketing: Search Engine Marketing is a type of Internet marketing. SEM uses the search engines to advertise your website or business to Internet customers and send a more targeted traffic to your Web site via advertising or paid links. It includes things such as search engine optimization, paid listings and other search-engine related services and functions that will increase traffic to your Web site.

iii) Social Media Marketing: Now a day's Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network. Customers expect to find brands on social media sites, so it's a big deal to have a social media strategy. SMM became more common with the increased popularity of websites such as Google+, Twitter, Face book, LinkedIn, and YouTube. Posting content that gets shared is a great way to reach new customers and to increase your visibility on search engines, thus reaching even more new customers. These sites can also be used as an effective form of communication to engage with your customers, build relationships and quickly resolve issues. Social media strategy can be developed by designing a content plan including what web sites you should be using, what types of content you should be posting.

iv) Mobile Advertising: Mobile marketing is one of the biggest growth areas in digital marketing. Mobile advertising is a form of advertising via mobile i.e. wireless phones or other mobile devices such as smart phones, or tablet computers. Mobile advertising may take the form of static or rich media display ads, Short Message Service or Multimedia Messaging Service ads, mobile search ads, advertising within mobile websites, or ads within mobile applications or games.

v) Online Advertising: Online advertising differs from PPC in that you are advertising on other peoples' websites. For instance, you may want to buy banner space on a specific website, and you would pay the website owner either based on the number of clicks the advert receives.

Advantages of Traditional Marketing

1. Traditional methods may be only way to reach your target audience such as old generation.
2. Person-to-person is a strategy of traditional marketing. Sometimes there is a definitely a time and place when this type of direct selling is most effective to market a product or service.
3. Traditional marketing offers hard copy material.

Disadvantages of Traditional Marketing

1. To purchase advertising for TV, radio or print can be very costly prohibitive to most small businesses. Brochures, business cards and mailers are expensive to print hard copies.
2. Printing materials, buying media and creating radio advertisements require hiring outside that add to costs.

3. Results are not easily measured, and in many cases cannot be measured at all.
4. Traditional marketing is static which means there is no way to interact with the audience.

Advantages of Digital Marketing

1. Digital marketing is an interactive means of reaching to local audience as well as to global audience when appropriate.
2. Data is available immediately and results are much easier to measure.
3. Social media enables to communicate directly with groups and even individual consumers like word of mouth marketing.
4. Build direct relationships with your customers through social media.
5. It is 24X 7 marketing and capture the most energetic crowd.

Disadvantages of Digital Marketing

1. The company relies on those customers which are highly interactive on the internet.
2. Content must continuously create, edited, approved and published. Comments must be responded to and sites and pages must be maintained.
3. Though it is most vital in nature but the question of reliability still appears in the mind of people.

Conclusion

Comparing both types of marketing, Internet Marketing is more economical and faster way to reach out to buyer directly, and is the ideal ways for business to advertise locally or internationally. As the result in case of comparison; both types of marketing can help traders and marketers to do business. Each has advantages and disadvantages. In traditional marketing consumers can see and touch the real goods or service but the domain of effect is low, on the other hand using of E-marketing will exceed the boundaries and introduce goods and services to the demographic of internet users. Also using the internet would be more chipper, faster and convenient for marketing. Approximately the advantages of E-marketing are quit greater than advantages of traditional marketing. In conclusion, Internet Marketing is more reasonable and economical and faster method to reach out to consumer straight, and it is the best ways for business to market locally or internationally. Consequently; both forms of marketing can help traders and marketers to do business. Each of them has some advantages and disadvantages. In traditional marketing, the domain of effect is low, on the other hand using of Electronic marketing will exceed the boundaries and bring in products and services to the demographic of internet users. Furthermore, using the internet would be cheaper, faster and suitable for marketing.

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PROMOTION OF FASHION BY ONLINE MARKETING

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Abstract

Online Marketing is quickly evolving in front of our eyes and it is almost impossible to reject and hide from this new form of media. Simply, the term online marketing refers to using the power of Internet advertising to generate a response from your audience. Also known as Internet marketing or web marketing, online marketing is used by companies selling goods and services directly to consumers as well as those who operate in the business-to-business sphere. Let's talk about fashion marketing for a moment. Fashion marketing can be viewed from different points of view whether you are a designer, manufacturer, or retailer. Regardless of your point of view, marketing is basically the same. What we need to understand is the purpose of marketing is to successfully exchange product, so that we have an exchange between a vendor and a customer. Marketing is defined by and large as managing markets. When we manage markets, we bring about exchange and relationships in order to enable society or individuals to get what they want, or they need.

Keywords: Online Marketing, Fashion marketing, Business, Advertising, Exchange

Introduction:

The fashion industry is one of the fastest growing online, with a year-on-year profit increase as per the survey level .because fashion is such a substantial industry online, now a days of all the consumer goods available online, the apparel category including clothes, shoes, and accessories has seen some of the biggest gains. This paper covers some online marketing tips which are particularly relevant for the fashion industry. Fashion Marketing is a vital part of the fashion industry. It brings the creations of fashion designers around the world to wholesale buyers and consumers. When executed correctly, the marketing and branding of a product line can ultimately spell success for the designer. The efficient marketing of designs is almost as important as the design itself.

Another advantage of fashion marketing is that it really helps the buyers connect to the brand. Fashion is about more than just clothing, it's about the story behind the clothes, the message of the designer and the company that produces the clothing. Marketing does more than just increase sales; it encourages brand loyalty among consumers, which drastically improves a company's public image. Apparel brands that focus on their ecommerce presence have opportunities for dramatic growth as shoppers move online. so they must carve out a unique selling proposition and proper tools and clearly communicate that proposition to their target audience to succeed online.

Effects of online marketing

How can we market fashion brand online

- Create a website. An obvious one make sure you have clear images of your collection, contact details, a biography and background of the label.
- Hi-Res images
- Contact bloggers
- Send items to bloggers
- Comment.
- Twitter
- Network
- Guest Blog
- Voucher Codes
- Email Footer
- Video
- Pitch to ASOS
- Competitions
- Get on to Catwalk Genius

- **Create a website.**
An obvious one – make sure you have clear images of your collection, contact details, a biography and background of the label.

- **Hi-Res images.**
Have them ready and available for press to download from your website or an online image bank such as PR Shots.

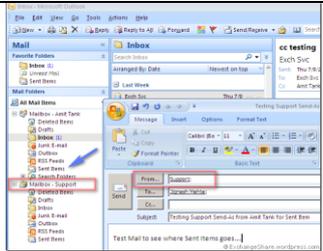
- **Contact bloggers.**
STUDY the blogs you're about to contact first. ONLY contact them if your collection is relevant to them.

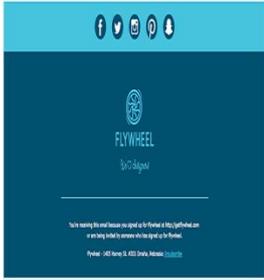
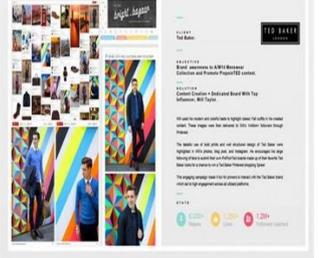
- **Send items to bloggers.**
Well, where do you think Susie and Queen Michelle get the clothes they wear on their blogs?.

- **Comment.**
NO SPAM! Follow your favourite blogs and websites, and join in the conversation by commenting on relevant posts. Be sure to include your website address in the appropriate box.

- **Twitter.** No explanation needed.

- **Network.**
Online editors/bloggers/writers live offline too. Go to events, speak to them. They might just feature you.
- **Guest Blog.**
If you're a keen writer seek opportunities to write for fashion websites and blogs.
- **Voucher Codes.**
No snobs allowed here. If you're retailing at low prices, consider creating a discount code for your online store, and posting it to websites such as Hot UK Deals. Again, no spamming– only post to websites actively seeking user generated submissions.
- **Email Footer.**
An often forgotten area. How many emails do you send per day? How many opportunities to get your website address in?
- **Video.**
If you've got charisma, you could be the next big thing on YouTube - it worked for Lauren Luke. If you haven't got it, no-one will ever know you tried.
- **Pitch to ASOS.**
The address you need is supplier-enquiries@asos.com. No harm in trying.
- **Competitions.**
Go, give something away, just do it. Fashion magazine websites are always looking for prizes to give out to their style hungry readers.
- **Get on to Catwalk Genius.**
Raise funds for your fledgling label and retail your goods online at the same time

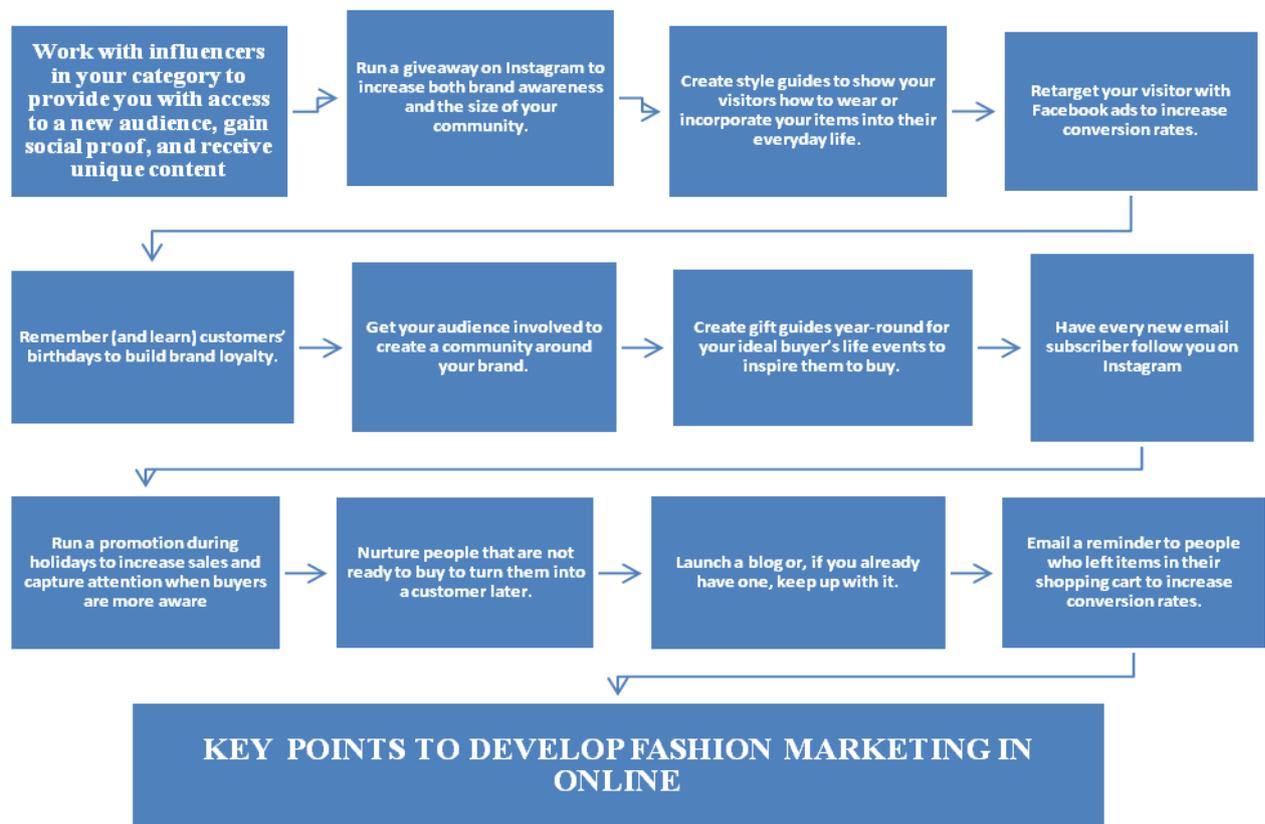
			
<p>Create a website</p>	<p>Hi-Res images</p>	<p>Contact bloggers</p>	<p>Send items to bloggers</p>

			
<p>Comment.</p>	<p>Twitter</p>	<p>Network</p>	<p>Guest Blog</p>
			
<p>Voucher Codes</p>	<p>Email Footer.</p>	<p>Video.</p>	<p>Pitch to ASOS</p>
			
<p>Competitions</p>		<p>Get on to Catwalk Genius</p>	

Complete guide line to start fashion brand online

How to Use Digital Tools to Get More Sales

In a crowded online fashion market, it can be difficult to distinguish your brand from the pack. We have found that one of the best ways to make your mark is with digital marketing. Not only can fashion digital marketing improve brand presence and sales, it can increase brand awareness, and is easily trackable



Advantages of online marketing

- Brings customers who are already interested in you directly to your website.
- Provides upfront value by giving potential customers content for free. *Converts leads to customers*
- Encourages customers to share content with others, thereby spreading the word about a business without any extra effort on the part of the small-business owner.
- Enhances a company's brand and reputation.

Conclusion

In today's technologically-savvy world, the most successful companies are those that use social networking and other forms of web marketing tools to give their exposure a boost. In conclusion, there has been much recent activity in the consumer behavior/psychology literature related to digital and social media marketing, and many important contributions to knowledge have been made. Digital marketing has no boundaries. Company can use any devices such as smart phones, tablets, laptops, televisions, game consoles, digital billboards, and media such as social media, SEO (search engine optimization), videos, content, e-mail and lot more to promote company itself and its products and services. To move this literature forward, particularly given the fast-moving nature of digital settings, research that attempts to

broaden our understandings of key phenomena, examines brand-new phenomena, and develops theories in an area that lacks an established theoretical base will be most valuable.

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CONSUMER AWARENESS ON NUTRITIONAL LABEL

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ABSTRACT

Good nutrition is important throughout the life. Good nutrition can help to avoid or manage the common disease like high blood pressure, obesity, diabetes. Heart disease, osteoporosis and certain cancer, Nutritional information on food label is an important source of nutrition information for the consumers. It is also a cost – effective method of communicating nutrition information to consumers.so the consumer can choose their food according to the beneficial choice. This paper attempts to give some general information about the nutrition label on food products.

Key words: Food label, Nutritional information, Consumers,Act,Allergens.

INTRODUCTION

The nutrition facts label is required by the food and drug administration on most packaged foods and beverages. It provides detailed information about a food's nutrient content, such as the amount of fat, sugar, sodium and fiber it has. All food products sold in India that is prepackaged are required to comply with the food safety and standard (Packaging and Labelling) Regulation, 2011.The food safety and standard regulation,2011 is a notification issued by the food safety and standards Authority of India under the ministry of health and family welfare.

LABEL RULE 5% - 20%.

It does not define a food as good or bad, it just show how the food fits into our daily diet.

5% Daily value (DV) OR LESS IS LOW-Nutrients to get less of are saturated fat, Trans fat, cholesterol and sodium.

20% Daily value (DV) OR more is high-Nutrients to get more of are fiber, vitamins A&Calcium and iron.

GENERAL LABELLING REQUIREMENT

- The label must be in English or Hindilanguage, In addition to this, It can contain information in any other language.
- The label must not contain false, misleading information about the food.
- The label must be affixed properly, it should not be separated from the container.
- The contents or information presented in the label should be readily legibly by the consumer.
- The name of the food must be mentioned alone within the trade name.

- Food additives or flavoring agent in the food product must be mentioned like “CONTAINS PERMITTED NATURAL COLOURS “, CONTAINS ADDED FLAVOUR”.
- All packaged food that is ‘non vegetarian” must have a symbol that is a brown color filled circle inside a square with brown outline.
- Packaged vegetarian food should have a symbol that consist of a green color filled circle inside a square with green.
- The Food Safety and Regulations,2011 provides that every packaged food article has to be labelled and it shall provide the following information
 1. The name of food
 2. List of Ingredients
 3. Nutritional information
 4. Declaration regarding veg or non-veg
 5. Declaration regarding food additives
 6. Name and complete address of the manufacturer or packer
 7. Net quantity
 8. Code No/ Lot No/ Batch No
 9. Date of manufacturing or packing
 10. Best before and use by date
 11. Country of origin for imported food
 12. Instruction for use.
- If the food product is not labelled to the regulation or it provides false, misleading information, it is considered as misbranded food and the penalty for misbranded food up to 3 lakh rupees,misleading advertisement up to 10 lakh rupees.
- Raw fruits, vegetables and fish are exempt from nutrition fact labelling.

HISTORY

1906 – The original food and drugs act is passed.

1950 – Oleomargarine Act – label of colored oleomargarine to distinguish it from butter.

1958 – Food Additives Amendment Enacted.

1958- FDA publishes the first list of safe food substances and additives.

1966 – Food packaging and labelling act requires informative label for consumer products.

1990 – Nutrition labelling and education act (NLEA) passed.

1994 – Food labels are to list the most important nutrients in an easy to follow format.

1995 – American heart association initiates, heart check symbol to appear on certain foods.

2002 – The farm bill require retailer's provides country of origin (COOL) labelling for fresh beef, pork and lamb.

2003 – Food labels to include trans-fat content.

2006 – Hannaford super markets launches guiding stars, intended to help customers choose healthy foods.

2007 – Kellogg's launches nutrition at a glance, front of package information includes daily percentage value for 6 nutrients.

2008 – Nuval announced the nutritional value system scores food on a scale 1 to 100. The highest the Nuval score, the highest the nutrition of a food product.

2011 – The grocery manufacturers association announces nutrition keys.

2012 – Walmart launches its “great for you” seal of approval. The standards are the most stringent to be seen from the food industry so far.

LITERATURE REVIEW

Government school children require a good education on nutrition and food labels for food safety, some find it is useful to make choice and for some it is very complicated to understand. The information on the food label was limited. School student should not concern about the nutrition label. They just rate the taste and price factors [1]. Most of the respondents used to see the date mark on food packages to ensure that the product is fresh, legible and suitable. The reason for not reading food labels information are that they are not visible clearly [2]. Nutrition label reading is a widespread practice for food products. It's not limited to some food categories. 53% respondent's checks the nutrition label always. 66% participants reckon the quality of ingredients, additives presence more than the nutrition facts [3]. There are some factors such as age, education gender marital status, income, special dietary status, household size, knowledge and usage of nutrition label, children in family, purchase decision, willingness to pay, format of label, body mass index, area, health consciousness will affect the usage of nutrition label [4]. Nutrition label users respond to the change information on fat, cholesterol, serving size and energy. More respondents wants labels to understand easier. Few of the people found nutritional labels on the product are confusing, burdensome and difficult to read [5]. Nutrition knowledge helps to providing salient information to be stored in memory and further used for decision making situation. Consumer are aware about the nutrition knowledge which they consume through food labels [6]. Nutrition label relates to the self-reported dietary behaviors. It eliminates the total calories per package, high scores for label understanding were associated with consuming more vegetables [7]. The nutrition labels have a positive impact on consumer purchase decision making. A number of changes nutritional labelling will allow consumers to obtain maximum benefits from nutritional labelling. Nutrition labelling in its current format is not adequate. Easy and quick evaluation of the nutrition label help the consumer in their limited time for shopping [8].

ADVANTAGES FOR CONSUMERS

- A standard method of conveying information about foodstuff to the consumers.
- A fair comparison between products
- Prevent the misleading information about the characteristics of products.
- The specification relating to the allergens are mentioned on the product label.

FOOD ALLERGENS

The food allergen labeling and consumer protection act(FALCPA) of 2004.FALCPA went into effect on January 1,2006.This law ensures that there would be clearer labelling of allergens food milk, peanut, eggs, tree nuts, fish(such as bass, cod, flounder),shellfish (such as crab, shimp),soy, wheat. For the millions of people with food allergens. A food manufacturers are required to list all ingredients in the food on the label .but some ingredients can be listed collectively as “flavors”, ”spices”, ”artificial flavoring”, ”artificial colors”.

CONCLUSION

Nutritional knowledge helps by directing and allow more accurate information, stored in memory and for decision making process. Because of changing lifestyle, most of the consumers need the nutritional information of the food product which they consume to lead a healthy life. Most of the consumers do not know to see the nutritional information because they are confusing and many were concentrating only on price and quality, but ignoring the food label. So marketers must take necessary steps to make awareness of the consumers to make note on nutritional label while buying any products through a proper advertisement.

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A STUDY ON ONLINE MARKETING: IMPACT ON SOCIETY

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Abstract

Online marketing is leveraging the unique capabilities of new interactive media to create new form of interactions and transaction between consumers and marketers. Also it can be considered as innovative way of marketing in digital marketplace which includes online advertising, online market research, online promotions and online pricing models. To make it successful there are different strategies such as Targeting, Product Strategy, Pricing strategy, Distribution strategy and promotional strategy. This paper also tries to identify and analyze the advantages and disadvantages of online marketing over traditional marketing. It also focuses to identify that how companies can be benefited with this. This paper also tries to determine the impact of online marketing on traditional market and society.

Keywords: Online marketing, E-commerce, E-strategy.

Introduction

E-marketing is a subset of e-business. E-Business is a natural extension of the internet. The concept refers to the transaction of business via an electronic means, usually the internet or any of its mediums. E-business has certain characteristics which include internet, information system for handling its business process, an online selling platform, Business models that work to compile data on various customer and market segments and then make this information available to third parties for a fee and online financial exchange facility. E-Marketing is a mixture of all the activities of advertising, promotion publicity deciding the look and feel of the product, how it will be sold and sent to the customer etc., and these technologies include the Internet media and other digital media such as wireless mobile media, cable and satellite. They have defined service quality as the ability of the organization to meet or exceed customer expectations. Internet marketing will include the use of a company web site in conjunction with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites. Traditional market is very time consuming process. E-marketing must be defined to include the management of the consumer's online experience of the product; from first encounter through purchase to delivery and beyond. There are two reasons for building the concept of e-marketing around consumer experiences-

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

Objectives:

- To identify how the business can be benefited with online marketing (discuss different strategic issues).
- To determine the impact of online marketing on society.

Benefits of Online Marketing:

- Extremely low risk
- Reduction in costs through automation and. use of electronic media
- Faster response to both marketers and the. end user
- Increased ability to measure and collect data
- Opens the possibility to a market of one through personalization
- Increased interactivity
- Increased exposure of products and services
- Boundless Universal accessibility

Limitations of Online Marketing

- ❖ Dependability on technology
- ❖ Security, privacy issues
- ❖ Maintenance costs due to a constantly evolving environment
- ❖ Higher transparency of pricing and increased price competition
- ❖ Worldwide competition through globalization

Impact of Online Marketing on Society

- In this online world, a simple banner advertisement can be both an advertisement and a direct marketing service. The banner raises the passive consumer's awareness of a product. It also encourages the consumer to pursue action by clicking on it.
- Digital marketers care about the consumer's online experiences for the simple reason that all of them -- good, bad, or indifferent -- influence consumer perceptions of a product or a brand.
- The web offers companies' ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience.

Impact of Online Marketing on Business

- More affordable methods of reaching a wider audience. Advertising online is less expensive than print advertising, and more people see it. It's that simple. Hundreds, or even thousands, of people can be reached via sponsored posts on various social media sites for a few dollars a pop. It can take several hundred dollars to run a single print ad in a newspaper, and then consideration must be given to whether or not the target demographic is even seeing the ad.
- More of a variety of easily accessible marketing outlets. Digital marketing opens a whole new world of opportunities. There are social media, email campaigns, content marketing, Search Engine Optimization, banner ads, and so much more. All of these functions can easily be taken care of online as well, making the process smoother.
- Everyone's online, so more people are seeing your ads. Again, it's that simple. These days, people get everything from their news, their weather, the gossip on Bessie's latest affair, and even their groceries, all with a few clicks of a mouse or swipes of a finger.

Negative Impact of Online Marketing

While the benefits are easy to see, another important consideration when going digital with your marketing plan is the negative impact of digital marketing. It's easy to think, "What could possibly go wrong with online advertising?" Well, when more people are viewing marketing content, there's always the fear (or there should be) that the wrong message could be perceived. If marketers aren't conscious of what's going on around them, it's easy to put out a message that can be misinterpreted. If a marketer was unaware of the movement (perhaps they've been hiding under a rock) and ran a banner ad on Face book with some humour about something that could even slightly, in some far-off universe, be considered sexist, it could be the death of that company. While that might sound severe, consider the line, "Once it's been on the internet, it's out there forever." Once an ad has run that can be affiliated with a company and is interpreted in an offensive manner, it's out there, never to be retracted. It's often death by digital suicide for the company behind the message.

Conclusion

This study states that Online marketing System provides greater reach to customers. Feedback can be obtained easily as internet is virtual in nature. Customer loyalty can be gain. Personal attention can be given by market to customer also quality service can be served. Online marketing is leveraging the unique capabilities of new interactive media to create new form of interactions and transaction between consumers and marketers. Also it can be considered as innovative way of marketing in digital marketplace which includes online advertising, online market research, online promotions and online pricing models. To make it successful there are different strategies such as Targeting, Product Strategy, Pricing strategy, Distribution strategy and promotional strategy. This paper also tries to identify and analyze the advantages and disadvantages of online marketing over traditional marketing. It also focuses to identify that how companies can be benefited with this. This paper also tries to determine the impact of online marketing on traditional market and society.

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**A STUDY ON FINANCIAL PLANNING AND STRATEGIES FOR TAX SAVINGS
AMONG CORPORATION SCHOOL TEACHERS IN COIMBATORE CITY**

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INTRODUCTION

Planning for finances is an indispensable activity for businessmen, student, self employed, professional etc. However planning becomes all the more critical for a salaried person. The reason for this is the limited and fixed resources for generating a flow of income. Not only that the resources are limited, the major share of contribution comes from the salary. The biggest advantage of a salaried person is that there is regularity in the flow of income in the family. This characteristic can be used as a tool for systematic investments for achievement of financial milestones. Another benefit for a large number of salaried class is risk coverage provided by employer such as life insurance and health insurance. However it is advisable that one has his own personal insurance covers rather than relying only on risk covers provided by employer as the contract of risk cover would cease when the employment contract comes to an end.

OBJECTIVE OF STUDY

- To identify savings habit of the corporation school teachers.
- To study about objectives of financial planning of the corporation school teachers.
- To examine the factors considered by corporation school teachers before making saving decision.
- To analysis opinion sought before making investment decision of corporation school teachers.
- To evaluate the satisfaction level of corporation school teacher towards tax savings option.

SCOPE OF THE STUDY

- To know about the financial planning and strategies followed for tax savings by corporation school teachers.
- To know about the savings habit of the corporation school teachers.
- To indentify which investment avenues are preferred more by the corporation school teacher.
- To know whether corporation school teachers are aware about the tax saving schemes.
- To analysis their satisfaction level on tax savings option.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It is the science of studying how research is done. It defines the activity of research, how to proceed, how to measure progress, and what constitutes success. The research explained the methods and steps adopted for achieving the purpose of study and to arrive at a meaningful conclusion.

Sampling and Sample Size: Convenient sampling method is used for collecting the data from the corporation school teachers. Coimbatore city has been selected for the study since it is second largest city of the Tamil Nadu. Research work concentrated only on corporation high secondary and corporation high schools have been selected 250 as the sample based on convenient sample basis and details of schools.

LIMITATIONS OF THE STUDY

- The study is mainly based on the primary data collected from school teacher so general limitations of primary data are applicable to the thesis.
- The data has been collected from the respondents of Coimbatore city and therefore the conclusions drawn may not be applicable to other places as such.
- This study is mainly focused on corporation school teachers (high school & higher secondary school) and therefore conclusions may not be applicable to others.

REVIEW OF LITERATURE

Ms. Vrushali Shah, Ms. Priyanka Zanwar & Ms. Pratibha Deshmukh (2011) have done research on “Stages in Life Cycle and Investment Pattern of Rural Investors – A Case Study” researcher has examined the stage of life cycle of individual and their investment preference and objectives behind the investment of rural investors. Their study is based on primary data collected from 403 individuals from 13 villages. They found out that majority of the rural area investors are still focusing in investing agricultural sector and house property. They have concluded that there is a significant relationship between life cycle stages and investment avenues, objectives behind investment, sources of information and guiding factors of investment.

Dr.D.Umamaheswari and Ms.K.Suganthi (2015) done a research on “Investment Pattern and Savings of Teachers at Sirkali Town in Tamilnadu” The study was to determine the relationship between the savings and investments pattern among the school teachers. Data’s were collected by distributing a structured questionnaire to 100 school teachers in different schools at Sirkali town. They have done on the different government and private school teachers. The researcher has concluded that the majority of the respondents were chosen investment in bank deposits, gold, post office deposits and LIC.

Dr. R. Ganapathi (2014) has done research work on “Investment Pattern of Government Employees in Madurai City”. They have collect information from 240 government employees. They found that Most of respondents are prefer to invest in insurance and look for risk free. But they are lack in knowledge in choosing investment pattern and which give high return for their investment. They must be given awareness about investment pattern and rate of return from various investment avenues.

ANALYSIS AND INTERPRETATION: This is the heart of the study. The data collected from the respondents are tabulated for the purpose of making analysis. To make the analysis more clear charts has been used.

Factor	Categy	No of Respondents	Percentage[%]
Age Group	20-30	23	9.2
	31-40	67	26.8
	41-50	85	34
	51-60	75	30
Gender	Male	115	46
	Female	135	54
Educational Qualification	Graduate with B.Ed	13	5.2
	Graduate with M.Ed	47	18.8
	Post Graduate with B.Ed	56	22.4
	Post Graduate with M.Ed	123	49.2
	Others	11	4.4
Annual Income	200001- 300000	36	14.4
	300001-400000	91	36.4
	400001-500000	103	41.2
	More than 500000	20	8
Annual Savings	less than 50000	101	40.4
	50001-75000	84	33.6
	75001-100000	31	12.4
	More than 100000	34	13.6
Savings Habit	From My Childhood	50	20
	After Getting Employed	95	38
	Only After Getting Into Tax Bracket	105	42
Time of Investment Availing Tax Benefit	From the beginning of the Financial year	69	27.6
	At the end of the financial year	181	72.4
Knowledge About Financial Planning	Yes	154	61.6
	No	96	38.4
Consult Financial Planner Before Making Investment	Yes	143	57.2
	No	107	42.8
Sources in Which	PPF	37	14.8

You Have Invested	Insurance	98	39.2
	Gold	34	13.6
	Bank deposit	25	10
	Bonds	12	4.8
	Mutual funds	8	3.2
	Shares	17	6.8
	Real Estate	19	7.6
You Come To Know About Investment / Savings Sources	TV	26	10.4
	Newspaper	16	6.4
	Magazines	15	6
	Friends & Relatives	99	39.6
	Agents	15	6
	Financial Planner	56	22.4
	Colleague	23	9.2
Awareness On Tax Saving Option	Yes	151	60.4
	No	99	39.6
Prefer While Opting For The Tax Saving Schemes	Insurance	65	26
	PPF	47	18.8
	Children Education	59	23.6
	Bank Loan	79	31.6
Satisfied With The Tax Saving Benefits	Yes	103	41.2
	No	99	39.6
	Can't Say	48	19.2

CHI – SQUARE TEST: AGE GROUP AND OPINION SOUGHT BEFORE MAKING INVESTMENT DECISION - It is concluded from the statistical analysis that there is a significant and the null hypothesis should be rejected at 5% level. There is a significant relationship between the age group and opinion sought before making investment decision

Calculated Value	Table Value	Degree Of Freedom	Result Of 5% Level
31.56	25.00	15	Significant

GARRETT RANKING TECHNIQUE :

PURPOSE OF SAVINGS - It is concluded that among the purpose of savings Tax benefit is ranked as First

PURPOSE OF SAVINGS	TOTAL SCORE	MEAN SCORE	RANK
High Returns	12741	50.96	II
To meet Future expenses	11944	47.77	IV
Tax benefit	14547	58.18	I
Security	11580	46.32	V
Safety of money	11397	45.58	VI
Quick Liquidity	12721	50.88	III

FACTORS CONSIDERED BEFORE MAKING SAVINGS DECISION

It is concluded that among the Factors considered before making Saving Decision Past Performance is ranked as First.

FACTOR	TOTAL SCORE	MEAN SCORE	RANK
Time horizon	13395	53.58	III
Returns	13931	55.72	II
Portfolio	13070	52.28	IV
past performance	14219	56.87	I
Risk coverage	12360	49.44	V
knowledge /getting yourself educated	12033	48.13	VI

OPINION SOUGHT BY THE RESPONDENTS BEFORE MAKING INVESTMENT DECISION

It is concluded that among the opinion sought before making Investment decision Self Decision is ranked as First

OPINION SOUGHT	TOTAL SCORE	MEAN SCORE	RANK
Self decision	13836	55.30	I
Parents	12598	50.39	V
Spouse	13367	53.46	III
Agents/financial planner	11944	47.77	VI
Colleague	13813	55.25	II
Friends & relatives	12671	50.68	IV

INVESTMENT OBJECTIVES FOR THE FINANCIAL PLANNING OF THE RESPONDENTS

It is concluded that among the investment objective for the financial planning Tax benefit is ranked as First

INVESTMENT OBJECTIVE	TOTAL SCORE	MEAN SCORE	RANK
High Returns & Regular Returns	21032	84.13	II
Speed & Quick Liquidity	12744	50.97	VI
Long term Benefits	14004	56.01	III
Safety of money	13562	54.24	V
Future Plan /Safety obligation	10059	40.23	VIII
Retirement planning	13721	54.88	IV
Tax benefit	21509	86.04	I
Social prestige value	11209	44.83	VII
Availability of Source	9445	37.78	IX

TAX SAVING OPTIONS OF THE RESPONDENTS - It is concluded that among the Tax savings options Bank Loan is ranked as First .

TAX SAVING OPTIONS	TOTAL SCORE	MEAN SCORE	RANK
Insurance Policies	15233	60.93	II
Bank FD	12686	50.74	IV
Sukanya samriddhi Yogana	10277	41.10	IX
Gold	11189	44.75	VII
PPF	13624	54.49	III
Pension plans [NPS]	12654	50.61	V
Post office Time Deposit	12177	47.70	VI
Bank Loans	15257	61.02	I
NSC [National saving scheme]	10896	43.58	VIII

SUGGESTIONS:

1. The study reveals that most of the investors have developed their savings habits only after getting into tax bracket. Steps have to be taken to inculcate savings habit from their childhood by providing apt investment avenues like sanchayika schemes, school saving club etc.
2. Investors have to plan their Tax planning from the beginning of the financial year rather than going for investment in the last minute of tax filing. There will not be chance for investors to balance their investment with safety, liquidity and profitability.
3. The study reveals that respondents prefer bank loan for availing tax savings schemes. Awareness should be brought to go for bank loan only if it is necessary not as tax saving option instead they can pay tax.

CONCLUSION

The saving pattern of the people is critical to the Government in designing policies to promote savings and investment. The present study reveals that the people are aware about the importance of saving and financial planning but the awareness about investment opportunities is low. Steps have to be taken by the Government and private companies to increase the awareness among the teachers. Investment companies need to offer schemes that are affordable by the low income, uneducated, unsalaried and children. If people invest in long term saving schemes and infrastructure, the national saving rate will increase, which in turn will lead to a more prosperous India.

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ETHICAL ISSUES IN MARKETING: AN APPLICATION FOR UNDERSTANDING ETHICAL DECISION MAKING

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ABSTRACT

Ethics are a code of values and principles that govern the actions of a person regarding what is right versus what is wrong. They determine our behavior when we are faced with a moral dilemma and are subjective, in which they vary from person to person depending on their point of view. Because they're subjective, ethical standards differ internationally. Ethical practices, as well as unethical practices, can have an effect on marketing, and in some instances, unethical behavior can lead to government intervention. Also, our ethical choices and moral philosophy are relative to marketing practices.

This study presents an empirical research of consumer perceptions on ethical issues. Reflection of this perception on purchasing behavior is also another important issue to be considered. The aim of this study is to investigate the factors related with ethical issues in marketing practices and to reveal possible influences of these factors on consumers' ethical decision making. The main objective of the study is to find out consumers' perceptions on businesses' ethical issues such as misleading advertising, deceptive packaging and to reveal the impact of these issues on their ethical purchasing behavior.

1.Introduction

Marketing management is an art and science of choosing target markets and getting, keeping and growing customers through creating, delivering, and communicating superior customer value. According to American Marketing Association (AMA), value represents the collective conception of what communities find desirable, important and morally proper. Companies should specifically include a conscious attempt about relating moral principles to all their business practices by the means of dealing and caring about all its stakeholders (customers, employees, suppliers and, local communities) as a result of ethical behavior and social responsibility.

Business Ethics

Both marketing practitioners and scholars approach ethics concept from different perspectives. One perspective is that ethics is about being moral individual and personal values which are the key elements to ethical decisions in marketing. Ethical features such as honesty, fairness, responsibility, and citizenship are assumed to be values that can guide complex marketing decisions in the context of an organization.

Ethical Issues in Marketing

Within the academic history of marketing, one of the first articles that appeared in the Journal of Marketing was an article by Charles F. Phillips (1939) entitled, "Some Theoretical Considerations Regarding Fair Trade Laws." Most academic publishing in the 1950s focused on issues such as fair trade, antitrust, advertising and pricing²³. Marketing ethics examines

systematically marketing and marketing morality, related to 4P-issues such as unsafe products, deceptive pricing, deceptive advertising or bribery, discrimination in distribution.

According to some researchers, the fairness on trade practices construct which are also termed as the micro issues of consumerism consider various exploitative business practices among which the mostly discussed issues are misleading advertising, unfair pricing, deceptive packaging, caring about consumers and environmental issues, product adulteration, black marketing, misbranding practice etc. Some of these factors (misleading advertising, unfair pricing, deceptive packaging, caring about consumers and environmental issues) are used as the core elements for this research to figure out the possible influence on consumers' ethical decisions

Ethical Decision Making Process

To effectively enhance ethical and socially responsible practices in marketing, it is important for managers and policymakers to have a better understanding of the marketers' ethical/socially responsible decision processes. Ethical decision-making refers to the process of evaluating and choosing among alternatives in a manner consistent with the ethical principles. In making ethical decisions, it is necessary to perceive and eliminate unethical options and select the best ethical alternative.

Unethical Behavior and Government Regulation

Unethical behavior is present in marketing and can include misleading marketing and advertising, price gouging, predatory pricing, unsolicited calls known as telemarketing, and unsolicited messages known as spam emails. To eliminate this, every business is legally obligated to disclose that their marketing practices are genuine and honest, and not violating the law. Unethical behaviors can harm consumers, so to protect them, the Federal Trade Commission works to limit unfair marketing practices. The agency also enforces the law that claims in advertisements must be true and cannot be unfair and deceptive.

2.Literature Review

When a marketing practitioner or a scholar interested with marketing ethics, at least they need to know about Corporate Social Responsibility (CSR), ethical issues in marketing, ethical decision making process, and ethical purchasing behavior and consumerism concepts. In the following sections related with literature review, authors will explain about each aspect in length.

3.Research Model and Hypothesis

Based on the theoretical description and empirical studies, this study asked the following hypotheses:

H1: Misleading advertising has a significant impact on consumer purchasing behavior.

H2: Deceptive packaging has a significant impact on consumer purchasing behavior.

H3: There is a significant influence of environment care on consumer purchasing behavior.

H4: There is a significant influence of customer care on consumer purchasing behavior.

4. Research Methodology

4.1. Sample Selection and Data Collection Procedure:

This study aims to reveal the university students' perception on ethical issues of companies. The study requires respondents to have information about ethical marketing issues or ethical marketing practices of companies, such as practices on advertising, packaging and so on. Having the students being informed about these issues, they were asked for the survey. A sample of 400 surveys was gathered via judgmental sampling technique. Respondents were selected among the students studying at Ahi Evran University in Kırşehir. This study used the information about companies' marketing practices as the composition and selection of the sample. In order to provide that all respondents have information about marketing, we selected the sample from the students on the last semester in their education. Overall, 350 out of 400 respondents completed the questionnaires following to excluding missing data. The effective response rate was approximately 80 %.

4.2. Limitations of the Study

This study is limited with university students. Respondents are selected among the students having knowledge about business ethics and the issues that can be considered as ethical/unethical practices of businesses. So it gives no information about whole end consumers' interest on ethical issues of businesses.

The second limitation of the study is the disregarding of demographic variables. Demographic variables, such as gender, age, occupation, income level, and their possible influences on ethical decision making are ignored. The study is also limited with only four dimensions related with businesses' ethical practices.

4.3. Questionnaire Design:

The variables of this study include "misleading advertising", "deceptive packaging", "environment care", "customer care" and "consumer purchasing behavior". Questionnaire items have been developed based on the literature review. There are total 19 questions with Likert-type scale.

4.4 Methods (Data Processing and Analysis):

This study analyzed the demographic background of respondents, descriptive studies and exploratory factor analysis with using SPSS 20.0 statistical software. Besides, regression analysis was used to test hypothesis via the same analytic software. The Cronbach's Alpha test was used for the reliability analysis, so as to see the internal consistency.

5. Hypothesis Testing and Implications

This study examined the effects of companies' ethical issues on consumer purchasing behavior. The variability in purchasing behavior is explained 70% by combination four variables, including misleading advertising, deceptive packaging, environment and customer care. The value of adjusted R square indicates that 70% of the change in purchasing behavior is explained by combination of four variables, including misleading advertising, deceptive packaging, environment and customer care. Besides, the F value of ANOVA, 194,850 ($p < 0.05$), shows that independent variables are associated with purchasing behavior.

6. Conclusion

In this study through the related literatures review and hypothesis, conclusions pointed out that companies' practices on packaging and advertising influence the consumers purchasing behavior. Besides, consumers' perception on companies' customer and environment have an impact on their purchasing behavior. Thus, each variable influences the purchasing behavior. As Murphy, (2001); Smith, (2001)⁵⁸ indicated that companies' considering ethical issues positively influence consumers' purchase intentions.

ROLE OF MARKETNG IN MODERN ERA

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INTRODUCTION:

Today, large and small-scale, global and local, innovative and traditional, public and private, everyone is competing for the same market. Companies have realized the power of holistic approach to marketing to create and maintain a desirable demand, reputation, and competition. Marketing plays the key role behind the success of any business. It has proved its importance to the company heads who have understood the necessity of marketing for staying ahead of their competitors & for running a successful & profitable business.

Modem marketing has much deviated from the past and undergone radical changes in recent years. Marketing is a managerial function, primarily economic, consisting of activities like research into markets, demand forecasting, product planning, pricing, distribution and advertising, organized into a system of interdependencies and directed at yielding profits to the enterprises, providing satisfaction to the consumers and indirectly benefiting society at large.

ROLE OF MARKETNG IN MODERN ERA:

Marketing has to play an important role. It is the most important multiplier and an effective engine of economic development. It mobilizes latent economic energy and thus is the creator of small business. Marketing is the developer of the standard of product and services.

Besides, economic integration is made possible through proper distribution of the product. Distribution is the key area in modem marketing. The importance of distribution will become clearer when it is realized that most of the marketing failures are in fact distribution failures. Shortage of raw materials, escalating cost of energy, high level of pollution, changing role of government in environmental protection are some of the dangers that the present world is facing on environmental forces. Advances in technology are an important uncontrollable environment for marketers. Technological progress creates new avenues of opportunity and also poses threat for individual companies.

Marketing innovations and technical changes now occur at an ever increasing rate in the field of FMCGs and electronics. Industrial products, however, in the industrial field are often a case of changing technology. The needs of consumers undergo a change. New competition is coming from all directions from global competitors eager to grow sales in new markets; from online competitors seeking cost-efficient ways to expand distribution; from private label and store-brands designed to low price alternatives, and brand extensions from strong megabrands leveraging their strengths to move into new categories. The global market pattern is made possible by the development of international transportation and communication system and liberalization policies adopted by different countries at present.

The Role of the marketing individuals: Marketing is done by skilled & trained professionals who know the whereabouts of marketing techniques which can give the desired results for the clients. But with the changing time the techniques are also getting modified to meet the needs of the modern times. New young bright individuals who are intelligent & possess innovative thinking are changing the world of marketing & bringing new techniques in the field of marketing guaranteed to give results to the business companies who hire these individuals for the purpose of marketing. There are many big companies who have their own marketing team who take care of the whole marketing process of that company under whom the professionals are recruited.

GROWTH OF MODERN MARKETING IN NEW ERA:

In the growth of marketing, the marketing era began virtually after the Second World War. Producers found that consumers in general, particularly in the advanced countries of the west, had their basic needs more or less satisfied. They had become more selective about their purchases. It was a challenging situation. Marketing came to the rescue by helping to find out what goods were needed the most, who needed them most, in what quantities they were needed and so on. Manufacturing organizations set up separate departments of marketing which provided guidelines to the plants about the right kind of products, right quantities and right prices.

The Modern Attitude:

The traditional attitude to marketing has long been that it is nothing more than always selling the product in the factory, provided that price, delivery, and quality are satisfactory. Any supplies left over from the home market are disposed off in export markets, perhaps at lower prices and with diminished profits. This attitude may well derive in part from our early lead in the industrial development, when home demand was rising rapidly and the rest of the world was also eager of foreign goods. By a better understanding of customer's problems and opportunities, the supplier can see better, how to reshape and develop his own business and sometimes reshape the market.

Marketing Success:

A business organization has to decide its marketing objective on the basis of available marketing opportunities and has to work-out a combination of various plans for achieving the marketing objective viz. to maximize its market share and in the process earned targeted level of profits. In marketing of products four basic strategies could be thought of. These are:(i) Market Penetration, (ii) Market Development, (iii) Product Development, and (iv) Diversification.

- Market penetration means entering new segments of the market.
- Market development implies expanding network to cover larger geographical area.
- Product development means development of innovative new products to meet new needs of the consumers.
- Diversification implies development of altogether new products for selling them to new markets.

ROLE OF MARKETING IN MAKING A PRODUCT SUCCESSFUL ARE AS FOLLOWS:

- Meets consumer needs and wants:
- Ensures organization survival, growth and reputation
- Widens market
- Adapting the right price
- Better product offerings
- Creates utility
- Management of demand
- Face competition
- Discharge social responsibilities
- Economic growth

EMBRACING THE MODERN MARKETING ERA :

Customers today have vast digital content and online information at their fingertips that they can self-navigate in a form that's convenient to them whether through mobile and social media or with information-rich websites. They already know exactly what they need and when to take action to get what they want. Against this backdrop, customers are entering into more "invasive" sales conversations with organizations at a much later stage than they have in the past. This is while being in more control of the pace and content of the organizations' sales cycles.

This trend overturns the traditional sales and marketing processes, and puts marketers previously unused to these new means of delivery into catch-up mode. They are trying to learn new ways to deliver their message while maintaining a clear line of sight to their customers. To better engage with customers, organizations must learn to use their websites more effectively and find out how to take advantage of the "digital body language" of potential customers – that is the information amassed as they progress through the phases of the buying process, seeking, receiving, using and responding to information – so marketers know when and how to approach them without scaring them off. "Modern marketing" can help marketers keep up with these emerging needs.

APPLYING THE FIVE TENETS OF MODERN MARKETING:

1. TARGETING:

Targeting means developing a clear picture of your potential customers by knowing who are involved in the buying process, their exact roles and responsibilities. It involves creating proper strategies for data collection and management, and using dynamic profiling to properly align your targets with changing market and business needs. This can all help gather the information that goes far beyond traditional demographics.

2. ENGAGEMENT:

Modern customers want more value from their interactions, including information delivery that can help fuel the decision-making process. Engagement is about reaching the right people at the right time, but today it's more than that. It's about reaching them in the

right way and delivering the proper content via the right medium, and using an appropriate mix of activities, including public relations, websites, social media, blogging, events and demand generation.

3. CONVERSION:

In the modern era, purchasing decisions are often made before a sales person even gets involved. Converting a potential customer into an actual customer, or a potential broker-dealer into a new recruit, depends on the marketing efforts in place, on improving the customer experience as they learn about your organization and offerings, and to enhance the flow of information between sales and marketing. This means devising quality inquiry-to-customer strategies and collaborating with sales to deliver high-quality leads.

4. ANALYTICS:

Data analytics and reporting have as much a place in “modern marketing” as events and campaigns. In fact, measuring the results of the marketing process is one of the most important differentiators in “modern marketing”. Understand your returns on the marketing investment and measure them as the marketing’s contribution to revenue as a whole to help solidify the role of marketing in the big commercial picture; so that you know which actions are successful and which are not.

5. MARKETING TECHNOLOGY:

The final piece of the puzzle for “modern marketing” is the right marketing technology. Solutions that integrate with customer relationship management (CRM) and sales force automation (SFA) platforms to provide multiple marketing functions, include workflow and marketing automation, social monitoring and business intelligence (BI). The right marketing automation technology can make it easier to navigate through each step of the conversion cycle, keep up with compliance needs, and integrate the other four tenets of “modern marketing” completely.

The five tenets of “modern marketing” were created based on today’s marketing environment where customers are self-educated with a clearer idea of what they want out of the sales and marketing process. Marketers who are stuck doing things the way they’ve always done them can find their old campaigns and processes don’t work the same as they always have, and that new tools and more efficient strategies are needed instead.

From the five tenets, modern marketing’s best practices can be established and thus set the tone for new marketing efforts while maximizing the website, social media and marketing technology. Marketers can move away from manual processes to improve the marketing department’s output, and measure the output to ensure future success, all with the ultimate aim of enhancing the relationships with potential customers, to increase revenue growth while shortening the sales cycle, and to report stronger marketing return-on-investment to management.

CONCLUSION :

Modern Marketing playing a major role in deciding the success of any business. Proper marketing techniques ensure huge profits on the part of the business. The main motive of every business is profit maximization & thus goes to any extent to achieve this goal. The profits of a business are totally dependent on marketing. Marketing is doing what it takes to

convince enough customers to pay the necessary price for the products to produce the desired profits for the business.

Finally, the success of marketing depends upon its ability to know and understand the environment in which it operates and its ability to take advantage of the changes in market conditions.

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**ADOPTION OF SUPPLY CHAIN MANAGEMENT PRACTICES IN
ORGANISATIONAL PERFORMANCE**

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ABSTRACT

The concepts of supply chain and supply chain management are receiving increased attention as means of becoming or remaining competitive in a globally challenging environment. To establish supply chain management practices adopted by manufacturing firms and to determine the effect of supply chain management practices in organizational performance is a complex task, which may take into consideration some additional dimensions to make it more effective. Different companies may adopt different supply chain management practices to enable them to achieve the objectives of their supply chain. This becomes necessary due to the fact that the modern business environment is in the position to focus in the demanding situations where they have to balance between the demands of consumers and the company's desire for growth and enhanced profitability. Most of the business firms have therefore realized that for them to effectively and efficiently manage such a situation, they must focus on supply chain management from a strategic perspective. This article was carried out to determine the effect of supply chain management practices and the adoption of supply chain management practices in the organizational performance.

Key words: Supply Chain Management, Supply Chain Management Practices, Organizational Performance, Determinants of Effective Supply Chain Management Practices.

1. INTRODUCTION

Businesses often define their activities in terms of domestic and export sales. This can be a shortsighted and restricting view. Shortsighted firms also define their supply chains in terms of freight, warehouse and other costs. They fail to understand how many their customers and businesses are impacted by supply chain management. Best practices in supply chain management lead to growth and prosperity. However, often the result of all this myopic thinking is that these firms trap themselves into being defined as a commodity product provider where price is the key differentiator with competition. That lack proposition key customers.

Companies that view themselves as dynamic and as global see the prospects for themselves, they have value propositions and supply chain best practices that separate them from competitor; they know that value propositions are about the customers - and not about the firms do. They understand trends; they lead. This firms understand what supply chain management can do to, not only to create service advantage but to be a catalyst for new businesses.

Supply chain strategies require a total system view of the links in the chain that work together efficiently to create customer satisfaction at the end point of delivery to the consumer. As a consequence, costs must be lowered throughout the chain by driving out unnecessary expenses, movements, and handling. The main focus is turned to efficiency and added value, or the end users perception of value. Efficiency must be increased and bottlenecks removed. The measurement of performance focuses on total system efficiency and the equitable monetary reward distribution to those within the supply chain. The supply-chain system must be responsive to customer requirements.

2. SUPPLY CHAIN

Supply chain is a set of organizations directly linked by one or more upstream and downstream value-added flows of products, services, finances, or information from a source (suppliers, company, resellers) to a customer. Supply chains were originally defined as encompassing all activities associated with the flow and transformation of goods from raw materials through to the end uses, as well as the associated information-levels.

2.1. SUPPLY CHAIN MANAGEMENT

Supply-chain management is the integration of supply chain activities through improved supply-chain relationships to achieve a competitive advantage. Supply chain management is the systematic, strategic coordination of traditional business functions and tactics across all business functions within the supply chain, for the purposes of improving the long-term performance of the individual companies and the supply chain as a whole. Supply chain management has been defined as the " design, planning, execution, control and monitoring of supply-chain activities with the objective of creating net value, building a competitive infrastructure, leveraging worldwide logistics, synchronizing supply with demand and measuring performance globally ".

Example of supply chain management - A supply chain is comprised of all the businesses and individual contributions involved in creating a product, from raw materials to finished merchandise. Examples of supply chain activities include farming, refining, design, manufacturing, packaging, and transportation.

3. OBJECTIVE OF THE PAPER

The objective of this paper is to identify the supply chain management practices being adopted in the organization and the factors that affect their adoption. Supply chain management is increasingly being recognized as the integration of key business processes across the supply chain. Supply chain management practices are the great frontier for reducing costs, enhancing quality, and speeding operations. The paper also highlights the organization that make the leap from efficiency to super efficiency in the supply chain through implementation of good supply chain management practices.

4. SUPPLY CHAIN MANAGEMENT PRACTICES

Supply chain management practices are a set of activities conducted by organizations to promote an efficient management of their supply chain. Supply chain management

practices are related to initiatives for changing the management of business processes in the supply chain. Supply chain practices are considered tangible activities or technologies that play an important role in focal company collaboration with its suppliers and customers.

Supply chain management practice draws heavily from the areas of industrial engineering, systems engineering, operations management, logistics, procurement, information technology, and marketing and strives for an integrated approach. Marketing channels play an important role in supply chain management.

The studies in supply chain management practices can be categorized into the following general themes:

- Identification of activities or actions related to supply chain management at manufacturing companies in different countries.
- Categorization and validation of constructs for supply chain management practices.
- Verification that the adoption of supply chain management practices affects the company performance.
- Verification that the characteristics of the industrial sector can affect the adoption of supply chain management practices.

4.1. BENEFITS OF SUPPLY CHAIN MANAGEMENT PRACTICES

According to supply chain quarterly, the following are the ten best practices that companies and any industry need to ensure that their supply chain management is as effective as possible and contributing as much as possible to the company's bottom line.

- 1) Identify supply chain stakeholders and establish a committee to engage stakeholders in supply chain issues and establish a work group comprised of departments.
 - 2) Make sure the supply chain itself has appropriate staffing.
 - 3) Technology is your friend.
 - 4) Establish synergistic relationships with key suppliers.
 - 5) Engage in collaborative strategic sourcing
 - 6) Don't just consider price when making supply chain decisions. Consider the "total cost of ownership"
 - 7) Supply chain leaders should have some contribution and control with contracts.
 - 8) Inventory optimization is essential.
 - 9) Establish appropriate controls throughout the supply chain system to minimize risk.
- Keep the supply chain sustainable with social responsibility and green initiatives.

4.2. SUPPLY CHAIN BEST PRACTICES

Leader firms know that orders – whether they are replenishment, customer or new products, must be delivered complete, accurate and on time. This must be done consistently; reliability is a hallmark of best-in-class supply chains. These best companies know they use supply chain best practices to effectively manage global supply chains. Supply chain management practices are:

4.2.1. INCREASE INVENTORY VELOCITY

Inventory must move quickly, turns should be high. It must flow from suppliers or manufacturing sites to customers. Being inventory rich and cash poor is not a sound

approach. This is especially so for A items and many B items. Products sitting in warehouses are limited as much as possible.

4.2.2. IMPLEMENT LEAN LOGISTICS / SUPPLY CHAIN MANAGEMENT

Lean logistics complements supply chain management. Both emphasize pulling, not pushing, products through the supply chain. Both recognize – and learn removes – the waste created by excess inventory and time and the need for supplier performance.

4.2.3. IMPROVE SUPPLIER PERFORMANCE

Success begins with supplier performance. They must deliver quality items and do it complete, accurate and on time. Collaboration is important, whether the products are finished goods / materials for factories, the need for strong supplier performance is there.

4.2.4. COMPRESS CYCLE TIME

Cycle time runs from the time the need for a product – now / replenished – is determined and goes until it is delivered to the customer or to the store. The length of global supply chains adds to the challenge.

4.2.5. MAXIMIZE INVENTORY YIELD

There is a window of opportunity to get the maximum price, the maximum yield for products. Miss that window and companies face reduced pricing and profit margins. Leaders understand this in using bet practices.

4.2.6. UTILIZE MEANINGFUL METRICS

There are numerous measures for companies and their supply chains. Many are measures for the sake of metrics with little meaning to C-level executives or with little value in really measuring supply chain performance. Meaningful metrics are orders delivered complete, accurate and on time and time related – such as days of inventory on hand, cycle time and others.

4.2.7. SEGMENT THE SUPPLY CHAIN

Too many firms have one supply chain approach for everything. This monolithic approach handicaps performance, diverts resources, and creates static noise from external and internal sources that distracts the supply chain organization. The best segment their supply chain and focus performance where it is most beneficial. Instead of practicing one-size-fits –all supply chain management, they tier based on profit margin or days of inventory or similar important ways.

4.2.8. EMPLOY SUPPLY CHAIN TECHNOLOGY

Supply chain execution technology is important to managing a global supply chain. It should provide visibility throughout the entire supply chain. Tracking and tracing is nice, but it misses the important factor. It is not about the container or pallet of product.

The key issue is to manage the customer, purchase or build order through to delivery. Technology, especially when tied with collaboration, can provide that.

5. A FIVE – STEP BEST – PRACTICES SUPPLY CHAIN FRAMEWORK

The five steps, the best practices can be used to identify, implement, and achieve the benefits of cost savings in the organization performance.

- Organization and support
- Know your supply chain
- Select targets and build the business case
- Implement improvements
- Evaluate and Improve

6. CONCLUSION

The existing literature reveals that there are several supply chain management practices that can be adopted by organizations. However, these SCM practices are not universal to all firms since each firm has its own reasons for adopting a specific SCM practice. One of the determinants of SCM practices adopted is capital required to implement some of the practices. The other factor that may determine the SCM practices adopted is the size of the organization. Organization exists in different sizes depending on the scale of their operations and the smaller organizations such as SMEs may adopt different SCM practices from those adopted by larger organization.

It is also clear that the position of the firm in the supply chain will also determine the type of SCM practices to be adopted. The supply chain is a network of firms and all the firms occupy different positions both in upstream and downstream of sides of the chain. The SCM practices adopted by each of the firms may thus differ significantly depending on the position. The structure of the organization does influence the supply chain management practices that are implemented by organizations. When organizations have structures that are highly hierarchical in nature, they tend to delay the decision making process and this has a negative influence on implementation of supply chain management practices.

Products sold on a global marketplace basis, fast moving products, products with short product life cycles, products with seasonality must utilize best supply chain practices. It is not a choice; it is a requirement. Time and inventory are two important issues and drive the need for supply chain management best practices. Whether firms are looking to improve, performance or move into D2M (Direct to Market) or e-commerce, implementing supply chain management best practices will lead businesses to their desired goals.

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ONLINE MARKETING AND ITS DRAWBACKS

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Introduction:

Online marketing is revolutionizing the way business owners and consumers buy and sell goods and services. Over the years, many brands and businesses have started to adopt Internet marketing much more extensively than traditional mass media marketing as seen in the graph from Adecco below which is part of an Info graphic that explores the evolution of marketing. Many of these businesses have realized the importance of Internet marketing particularly as an inbound marketing tool that delivers better results and revenues than traditional marketing channels.

Difficulties in online marketing are

1. You cannot try the product before you buy (in most cases), so you cannot see if it fits, or if it looks good on you or how it smells or tastes etc.
2. You cannot take home the item you bought immediately. There will be some delay between when you bought the item and when you received it due to shipping time involved
3. The item you receive may not exactly match the item you thought you purchased. (there may be some color, texture etc differences) since you rely on the images alone.
4. There are possibilities of fraud
5. There is always a risk of security of payment through cash cards. An internet spy might crack out the pin and card number and can utilize it for his own profit.
6. Only a few sites offer free shipping , some others will ship for free only, if your total purchase price exceeds a certain amount. Shipping fee is often a big discouragement for online shoppers.
7. You do not have the option of testing the product before its delivery.
8. The online stores do not have local offices in every city which might cost high to the customer in return or exchange of the products.
9. It's essential to be aware of the return policy for any e-commerce retailer you are considering doing business with. The majority of sites do not pay return shipping if you have to send something back, so it often costs you more money than you planned to spend if you need to exchange an item.

Many consumers spend time shopping online for everything from groceries and clothing to electronics and cleaning supplies, many businesses include online advertising in their marketing strategies. While the benefits of advertising online include the potential to reach a large market and the ability to measure results, online advertising also presents some drawbacks.

Drawbacks of online marketing:

Customers Ignore Ads:

Consumers are so used to seeing advertising on television, hearing radio commercials and flipping through advertisements in magazines, they've developed an aversion to all forms of advertising. This is also the case with online advertising, where consumers can avoid clicking banner advertisements, bypass ads in online videos they watch and close pop-up advertisements as soon as they come up on their screens. Customers are in control of which advertising messages they want to click and respond to.

Viewing Problems:

Website downtime, lags in website or video loading and browser complications can reduce the number of times consumers see online advertisements and how well they see them. When technical issues occur, companies lose the opportunity to broadcast advertisements for their products and services and may lose potential sales. Viewing problems can occur because of problems with a website or if a consumer is using a smart phone or other mobile device to view a website, has a slow connection speed or does not have the correct applications and programs installed on his computers for proper viewing.

Expensive Ad Prices:

Pricing for advertising online can range from inexpensive -- \$20-a-month placements on local parenting blogs -- to thousands of dollars on popular sites such as the New York Times. The cost for banner, text and video ads vary depending on the amount of traffic and the type of readership a website or blog receives. Online advertising through pay-per-click campaigns and social media sites can also wreak havoc on a company's marketing budget, potentially yielding little to no return on investment.

Consumers Get Distracted:

When customers visit a website, they typically have a goal in mind, whether it's to catch up on the latest celebrity gossip, read the news, chat with friends, download music or shop for a specific item. Websites present customers with various options that can easily distract them and pull their attention from your online advertisements.

Too Many Options:

The Internet offers a wide range of websites on which companies can place advertisements. This can be overwhelming, especially for small business owners. With so many options, it's difficult to narrow down the choices to the websites that will attract the most potential customers and sales. Once a company selects a website, it is then presented with a variety of ways it can advertise its products or services on the site, such as through banner advertisements, video marketing or by sponsoring a post. Companies have to determine which type of advertisement yields the best response from their target markets.

Face-to-Face Contact is Limited:

Limited face to face contact is one of the major drawbacks of internet marketing. Businesses that are carried out solely online do not usually get to build strong personal rapport with their customers. As a result, they may eventually lose some of their customers to their traditional competitors who engage strong customer service tactics.

Marketing Complexity:

The virtual nature of internet marketing increases marketing complexity. New entrants tend to be confused on how to choose profitable online marketing techniques. Customers also face complexities in the aspects of shopping online. In fact, the un-informed consumers would rather stick to conventional buying than endure such online purchase complexities.

Delay in delivery:

Long duration and lack of proper inventory management result in delays in shipment. Though the duration of selecting, buying and paying for an online product may not take more than 15 minutes; the delivery of the product to customer's doorstep takes about 1-3 weeks. This frustrates the customer and prevents them from shopping online.

Frauds in online shopping:

Sometimes, there is disappearance of shopping site itself. In addition to above, the online payments are not much secured. So, it is essential for e-marketers and retailers to pay attention to this issue to boost the growth of e-commerce. The rate of cyber crimes has been increasing and customers' credit card details and bank details have been misused which raise privacy issues.

Conclusion

Online shopping is the most popular ways to make purchases, but it's not something that everyone is comfortable doing. As with most things, there are positives and negatives associated with this approach to shopping. The above points are clearly defined the in convenience in online marketing.

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ETHICAL ISSUES IN MARKETING IN MODERN EPOCH

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ABSTRACT:

The business world is purely reliant on livelihoods of people which are an important part of the society. The marketing concept emphasis on identifying the needs, wants, interest of target markets and to deliver the desired satisfaction more effectively and efficiently with high innovation than competitors in a way to enhances consumer's and society's wellbeing which is becoming a great challenge in present scenario as customers are keeping an eye on ethics. Human values and ethics should be given major priority at the time of decision making. Marketing managers should ensure that all the decisions in promotion mix i.e. 4P's follows ethical principles and should be responsible for consequences all activities.

INTRODUCTION :

The dynamic nature and unforgiving economic environment crates challenges for firms to prosper financially and even survive. The benefits of organizations and stakeholders gains only when their marketing function is with a set of processes creating, communicating, and delivering value to the customers by managing customer relationships. Business often faces significant ethical problems because of their marketing strategies. If business take care of the society's interest at the same time optimizing the profit of their organizations it can be treated as successful implantation if ethics. As today's market place is fundamentally different as a result major societal forces which resulted in many new consumer and company capabilities. These changes create new opportunities new challenges for marketing management so as to create success path with marketing excellence companies need to draft a code of ethics.

In today's competitive global marketing, ethics play a vital role, as it deals with human values and beliefs. Globalization is the factor to spread business beyond boundaries where marketer has to deal with cross culture. Top MNC companies like Mc Donald and Nestle had faced lot of problems even after incurring billions of dollars in monetary values because of neglecting ethical issues in their marketing practices with consequences of losing thousands of valuable hybrid customers. Later it was identified that those are the results of adapting unethical advertising & promotional strategies. Manager's ethical decision making depends on organizational actions and economic pressures i.e. company's pressure to keep cost down, expand sales or short term profitability etc. Government and judicial initiatives impels everyone to think from an age-old philosophy "let the buyer be aware" towards "let the seller be aware".

ETHICS IN SOCIETY:

The knowledge of ethics in the past century has been characterized by a propensity to revalue moral conventions which guide the interaction between the sexes, between human beings and animals and between human beings and their environment. Different tendencies

like Globalization, cross cultural marketing and Technology are eroding both biodiversity and valuable aspects of cultural identity - and may even influence intimate human rights. These tendencies are often presented as value-neutral which carry the hidden assumptions for potential sources of inequity and abuse.

ETHICS IN BUSINESS:

In the 21st century, ethics has become neither a luxury nor an option. There is a growing intolerance within society with the selfish and irresponsible actions impoverish some, while thinking about profit maximization. Hewlett Packard confirmed its commitment towards ethical integrity. Bill Hewlett who worked as CEO for six years stated as “Some of the most important choices I ever made were firing people who weren't conducting themselves with integrity”

IMPORTANCE OF MARKETING:

Marketing ethics is “The systematic study of how moral standards are applied to marketing decisions, behaviors and institutions”. American marketing associations conducted a mail survey and identified that marketers believe that organization effectiveness are composed of ethics and social responsibility which are explained by idealism and relativism. Parties in the marketing transaction will have expectations regarding how the business relationship will exist. For example, consumer wishes to make a purchase from a retailer with an expectation that salesperson will treat fairly and keeps reasonable prices.

Ethical marketing decisions should meet and suit the needs of customers, suppliers, and business partners. Some unethical behaviors such as price wars, selective advertising, and deceptive marketing can unconstructively impact a company's relationships. Any traditional marketing tells that the magical quartet composes the music of the marketing mix: price, product, placement and promotion (or, the "Four Ps").The Marketing Mix's 4ps can be affected by ethical issues such as consumerism, strategic planning & the legal environment.

ETHICS IN 4P'S OF MARKETING:

In most recent National Business Ethics survey reported that scandals and legal entanglements are the results of pressure to meet performance objectives. So it's intricate to pick a paper or magazine without any issues on marketing as they are being subjected to criticism for lack of ethical sensitivity. Major misconducts are over billing clients, deceptive sales method, price fixing these are resolved through plaintiff-friendly but it destroys reputation of company.

SOME OF THE ETHICAL ISSUES IN MARKETING:

Ethical marketing decisions and efforts should meet and suit the needs of customers, suppliers, and business partners. Unethical behavior such as price wars, selective advertising, and deceptive marketing can negatively impact a company's relationships. Recent trends show that consumers prefer ethical companies.

Ethical issues in marketing arise from the conflicts and lack of agreement on particular issues. Parties involved in marketing transactions have a set of expectations about how the business relationships will take shape and how various transactions need to be conducted. Each marketing concept has its own ethical issues, which we will discuss in this chapter.

1. Emerging Ethical Problems in Market Research -

Market research has experienced a resurgence with the widespread use of the Internet and the popularity of social networking. It is easier than ever before for companies to connect directly with customers and collect individual information that goes into a computer database to be matched with other pieces of data collected during unrelated transactions. The way a company conducts its market research these days can have serious ethical repercussions, affecting the lives of consumers in ways that have yet to be fully understood. Further, companies can be faced with a public backlash if their market research practices are perceived as unethical.

2. Grouping the Market Audience -

Unethical practices in marketing can result in grouping the audience into various segments. Selective marketing may be used to discourage the demand arising from these so-called undesirable market segments or to disenfranchise them totally. Examples of unethical market exclusion may include the industry attitudes towards the gay, ethnic minority, and plus-size groups.

3. Ethics in Advertising and Promotion -

In the early days of existence of corporations, especially during 1940s and 1950s, tobacco was advertised as a substance that promotes health. Of late, an advertiser who does not meet the ethical standards is considered an offender against morality by the law.

- Sexuality is a major point of discussion when ethical issues in advertising content are considered. Violence is also an important ethical issue in advertising, especially where children should not be affected by the content.
- Some select types of advertising may strongly offend some groups of people even when they are of strong interest to others. Female hygiene products as well as haemorrhoid and constipation medication are good examples. The advertisements of condoms are important in the interest of AIDS-prevention, but are sometimes seen by some as a method of promoting promiscuity that is undesirable and strongly condemned in various societies.
- A negative advertising policy lets the advertiser highlight various disadvantages of the competitors' products rather than showing the inherent advantages of their own products or services. Such policies are rampant in political advertising.

4. Deceptive Marketing Policies and Ethics -

Deceptive marketing policies are not contained in a specific limit or to one target market, and it can sometimes go unseen by the public. There are numerous methods

of deceptive marketing. It can be presented to consumers in various forms; one of the methods is one that is accomplished via the use of humor. Humor offers an escape or relief from various types of human constraints, and some advertisers may take the advantage of this by applying deceptive advertising methods for a product that can potentially harm or alleviate the constraints using humor.

CONCLUSION:

Marketing is a field which is often viewed as frowned upon as it is inherently unethical, but in fact governed by law. Many organizations should be aware of the critical need for ethics in their cultural fabric which is a great deal of room for improvement organizations must see ethics as a social responsibility to which they are obligated. No matter how cleverly done, hurting others for personal gain is unacceptable. Ethics will only find its proper place in organizations when top management make a priority by creating relational expectations which work for the good of everyone. The most admired companies abide a code of servicing people's interest not only their own. By creating a values-based culture within the organization, society can be improved by positive influences of organizational practices.

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A STUDY ON CUSTOMER PERCEPTION AND PURCHASING DECISIONS IN SOCIAL ACCOUNTABILITY MARKETING

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Abstract

This research is conducted to see how the consumers perception and purchasing decisions are influenced by different online marketing and Digital marketing tools used across the industries such as Word of Mouth (WOM), online Chat assistance, Email and electronic communication advertising. which is used by the marketers to endorse the goods and the services towards the marketplace. Its purpose was so study the relationship between the different online marketing and digital marketing tools and techniques. Online chat and Email and their effects on the brand perception and consumer purchasing decision and Digital marketing is the avenue of electronic communication The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. There are no generalized factors that affect the consumer decision of purchasing and developing a brand perception. WOM is being done by the consumers and it's one of the cheapest medium of online marketing which is being availed by many companies and proved to be effective. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales. 100 respondents opinion are collected to get the clear picture about the present study.

Keywords: Online Marketing and Digital marketing, Promotion, Consistent, Interact

Introduction

In this contemporary era, marketing is fading away with the penetration of online marketing and digital marketing which has spread many different branches including social media, blogs, chat forums, communication and general troubleshooting forums. The pace of information sharing has never been as rapid as it is in this era and to facilitate this explosion of new changing information, online marketing has a role to play. Online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design and functionality of various products across industries.

Marketing managers are increasingly making use of online marketing due to various reasons including; eliminating geographical constraint, ease of accessibility, consolidation of large volume of information into a compact online website, high margin for customization and intensity of reach to potential and actual consumers around the globe.

Online marketing can influence the consumer purchasing decision and alter brand perceptions of different products of different industries. It is the purpose of this research to study the

various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

Definitions

Consumer Purchasing Decision:

Consumer purchasing decision refers to final decision a consumer takes after considering all the factors such as income of the person, quality of the product, brand equity of the company etc, to make payment for the purchased product to make the purchase final.

Brand Perception:

This refers to the set of characteristics a potential consumer relates a particular product/company/brand with in order to make associations with. The perception of a particular brand maybe influenced by factors such as marketing of that particular brand, social campaigns carried out by that brand, consumer satisfaction/dissatisfaction of that particular brand after consuming that brand and word of mouth image that brand has established.

Email Advertising:

This refers to the exchange of product discussions/views/testimonials through emails shared between consumers with consumers, triggered by the companies.

Online word of mouth marketing:

Marketing the product online through various techniques including social media such as Facebook, Twitter; including consumer blogs to encourage viral marketing.

Chat section:

One to One or One too many discussions on the internet on established chat forums designed to facilitate opinions, troubleshooting, recommendations and suggestions regarding one or more products.

Digital Marketing:

Digital marketing is the marketing of products or service using digital technologies mainly on the internet but also including mobile phones display advertising and any other digital media.

Objectives:

1. The main purpose of this paper is to recognise the usefulness of digital and online marketing in the competitive
2. To study the impact of digital marketing on consumers purchases.
3. To understand the importance of Integrated Marketing Communication.
4. To understand the reasons for growing popularity of online marketing.

Benefits of Online Marketing:

- ❖ Internet gives you a wide access of your potential customers. It has been estimated that a couple of billion people around the world use the Internet, and more are becoming aware of Internet with each passing day. So, marketing your business to such a large group of people is only possible through Internet.

- ❖ Internet is the only medium that is able to cross geographic and national boundaries.
- ❖ The cost of promoting your business on the Internet is cheaper than other mediums of marketing. This makes it easy for small and mid-sized businesses to advertise their products.
- ❖ Internet allows the ability to stay connected with customers on a real-time basis. If any discount going on, then it is easier to send an email to customers and they can buy the product instantly. Internet also allows to send multiple messages at the same time, which saves the tedious task of sending a newsletter to every client.
- ❖ Internet marketing facilitates an instant feedback from the customers. Customers can share about their experience after using the product.

Limitations of Online Marketing:

- ❖ Although, Internet marketing allows a wider reach, the start-up costs of a website can be high. This includes the cost of the required software and hardware, and maintenance costs.
- ❖ There are still a lot of customers who use the Internet just for having more information about a product and prefer to buy it in person. For example, Internet marketing allows a customer to view how a phone looks like and its technical specifications, but customers prefer having a look at the phone in the store to get a hands-on experience.
- ❖ There are a lot of customers who are not proficient in using the Internet and focusing solely on Internet marketing can cause you to lose these customers.
- ❖ The rules of the trade change rapidly in Internet marketing, and it requires constant attention and monitoring to ensure that your marketing strategy does not look out-of-date.

Research Methodology:

Primary Data: The research is done through observation and collection of data through questionnaires.

Secondary Data: Secondary data is collected from journals, books and magazines to develop the theory.

Sample Size: The sample size is determined as 50 respondent's opinion from the customers who presently purchasing products with a help of digital marketing and online marketing.

Table – 1 Profile of the online and Digital Marketing

	Category	Number of respondent	Percentage of respondent
Gender	Male	30	60%
	Female	20	40%
	Total	50	100%
Age	Below 18 Years	5	10%
	19-30 years	15	30%

	31- 45 years	20	40%
	Above 45 years	10	20%
Profession	House wife	5	10%
	Employee	10	20%
	Business	15	30%
	Student	15	30%
	Any other	5	10%
Income	Below 10000	15	30%
	10001-25000	25	50%
	25001-50000	8	16%
	50000 above	2	4%
	Total	50	100%

Source: Primary data

Table – 2 Awareness of Online Shopping

Particulars	Number of respondent	Percentage of respondent
Having knowledge about online shopping	50	100%
Not having knowledge about online shopping	-	-
	50	100%

Source: Primary data

Table – 3 Availability of Online Information about Product

Particular	Number of Respondent	Percentage of respondent
Excellent	10	20%
Good	25	50%
Average	15	30%
Poor	5	10%
Total	50	100%

Source: Primary Data

Table – 4 Frequency of Online Purchasing

Particular	Number of Respondent	Percentage of respondent
Purchase annually	25	50
Purchasing half yearly once	15	30
Purchasing monthly once	5	10
Purchasing within week	5	10
Total	50	100%

Source : Primary Data

Findings

- ❖ Digital marketing have a greater future in the present market.
- ❖ Consumers are satisfied through purchasing digital marketing.
- ❖ People find it safe mode of online purchase.
- ❖ Ratio of male customers is very high in online shopping that is 100%.
- ❖ Awareness about online shopping is 100% among the respondents.
- ❖ Income of respondents mainly falls in the range of Rs. 10,001 to Rs. 25,000 that is 50%.
- ❖ Employees of various companies are purchasing more than others through online shopping that is 50%.

Suggestion

- ❖ Improve technical advancement in promotion of digital
- ❖ Collect and implement the feedback provided by the consumer in the right way.
- ❖ Provide a transparent and good service to the consumer before and after purchase. 4) Creating awareness among the people about digital marketing.
- ❖ Complete description need to provide about the product to the online shoppers.

Conclusion

The study concludes that consumers rely upon more than one medium in order to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision on online marketing and digital marketing .Consumers either strongly agree or agree that brand's existence on social media is essential for growth. Almost every manager agrees that marketing through word of mouth has major impact than doing it through chat section or email advertising. Consumers do select word of mouth as a major tool for online marketing and digital marketing. Moreover this study contributes to the studies of different theorist who have worked on the same subject.

Along with the traditional sources, they heavily rely on modern marketing tool i.e. online advertising and communication. Consumers do require detailed information about the brand so as to evaluate its strengths & weaknesses. The study also reveals that main reason for growing 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 purposes mainly social networking, online shopping & media sharing (photo, music, video). This efficacy of internet has intensified their tendency of being online.

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A STUDY ON THE ROLE OF DIGITAL MARKETING IN MODERN WORLD

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ABSTRACT

The paper focused on a study on the role of digital marketing in modern world. The digital marketing is a new concept that represents the needs and values of costumers and society, not just corporate and benefits. Companies seek their advantages and the concepts of technology which changed the perspective of marketing. When we talk about marketing and role of technology in it, we understand that new marketing concepts have changed the face of 21st century marketing techniques. Now marketing is majorly dependent over technology, emergence of new dimension of marketing is also known as digital marketing. Digital marketing is majorly focused over marketing through digital media devices such as smart phones and computers.

Keywords: Marketing, Marketing Strategic, Digital Marketing.

Introduction

Marketing in broad definition is all about identifying and meeting human and social needs. In a short definition, marketing is “meeting needs profitably”. Marketing has pretty much been around forever in one form or another. Since the day when humans first started trading whatever it was, marketing has been there. World is constantly changing. Creating new industries and products show this fact. A few years ago, speed of these changes, maybe was every couple of years or every decade, but now, every year or every month we are seeing new goods and products that in the past there was not any kind of them. Before 2007, nobody even thinks that one day someone will make phones that work with touching our hands. But today, these phones are inseparable parts of our lives and without smart phones; our lives may be seem too hard. Emerging new products needs new markets and finding new markets needs new marketing that called modern marketing. So in the globalization age, we need to consider the concept of modern marketing and its role and place at the companies and organizations. In today's time, social media channels such as Face book, Twitter, Google and other social media firms have successfully transformed the attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real-time feedback of customer experiences.

Marketing

While it may seem un-necessary to start out discussing basic marketing it is important to establish a common point of reference in regards to marketing issues within a modern framework. Marketing is a term that is used in various contexts and a baseline understanding is essential. The term marketing is used to describe activities that create value through voluntary exchange between parties. In marketing, three concepts have a close connection. They include: market, product and marketer.

Market: A market is an arrangement between a seller and a buyer in which:

- The seller agrees to supply the goods or the service.
- The buyer agrees to pay the price.

Defined this way, the market is not necessarily a geographical location. Products and services are purchased over the phone, through mail and electronic mail, as well as online through the internet. The market share for a company or a product is the value of the total sales for that product or the company divided by the total sales in the market. It represents the proportion of the total market sales claimed by the product or the company.

Product: People satisfy their needs and wants with products. A product is any offering that can satisfy a need or want, such as one of the 10 basic offerings of goods, services, experiences, events, persons, places, properties, organizations, information, and ideas.

Marketer: A person whose duties include the identification of the goods and services desired by a set of consumers, as well as the marketing of those goods and services on behalf of a company. Marketers are skilled in stimulating demand for their products. However, this is too limited a view of the tasks that marketers perform. Just as production and logistics professionals are responsible for supply management, marketers are responsible for demand management. They may have to manage negative demand, no demand, latent demand, declining demand, irregular demand, full demand, overfull demand, or unwholesome demand. To meet the organization's objectives, marketing managers seek to influence the level, timing, and composition of these various demand states.

Objective of the Study

The main objective of this study is role of digital marketing in modern era.

Review of Literature

Chandler (1962) sees a strategy as “the determination of the basic long term goals and objectives of an enterprise and the adoption of courses of action and the allocation of resources necessary to carry out the goals”.

Daft (1988) has stated that strategy is the plan of action that prescribes resource allocation and other activities for dealing with the environment and helping the organization attain its goals.

Kotler, Armstrong, Saunders and Wong (1999) in their study, the marketing logic by which the business unit hopes to achieve its marketing objectives. That is shown how strategies for target markets and positioning build upon the firm's differential advantages. It should detail the market segments on which the company will focus.

Kotler et.al., (1999) have analysed that differ in their needs and wants, responses to marketing and profitability. The company should put its effort into those market segments it can best serve from a competitive point of view. It should develop a marketing strategy for each targeted segment.

Philip Kotler (2001) has pointed out that marketing includes 5 competing concepts that the recent concepts are the most modern competing concepts and modern marketing is

integrated of them. These 5 concepts are Production Era, Product Era, Selling Era, Marketing Era, and Societal Marketing Era.

The Role of Digital Marketing

The key objective of an organization's marketing efforts is to develop satisfying relationships with customers that benefit both the customer and the organization. These efforts lead marketing to serve an important role within most organizations and within society. As was mentioned, modern marketing is a very new concept that needs companies and marketers pay attention to it. Until now, the role of digital marketing and its application has not much attention.

Marketing and Advertising

Advertising still is important but marketing today is much more about conversations, not shouting out messages – it's bringing the customer with us. Building customer love is about engagement and relationships. Connect to an emotion, give customers a reason to believe or care about you. Learn about your customers and how they want to interact with you.

Always be Listening

Online communities, ratings and reviews, Twitter, call centers, all provide opportunities to learn and innovate. There are more opportunities now than ever before for channels to listen to your customers, you will be amazed at what people will tell you if they think you are listening.

Talk is Cheap (Media)

Empower your customers to talk to their friends about your products, their influence is far greater. Provide ways for them to spread the word, enlist in your cause, share what they learned.

Think Mobile First

According to the Pew Internet Project, 88% of adults carry a mobile phone, 50% of which are smart phones; 19% have tablets. Mobile devices account for 30% of email opens. Thinking mobile first means understanding how the consumer is experiencing your brand on the go, when it's convenient for them. The rise of mobile should encourage you to rethink the role of Location. Even better, reinvent your offering to make location matter—how can it change the game?

Content is King

Be relevant, meaningful and helpful and people will come to you. What are you expert in? What do you know about better than anyone else? Share all the facets of this. Think about how your product fits into people's lives – business, personal whatever - and build a content strategy around it.

Every Employee is a Brand Manager

Marketing, capital M means that your customer service department, your innovation or R&D group, your retail clerks – anyone that has a touch point with the customer all know and understand how to communicate what your product means, what the brand stands for and can bring it to life in their work every day. This isn't a new idea. But what is new is the way

that customers and employees can interact and be very connected because of social media and the internet.

Two Parts Here: Use Technology to Simplify and Measure Everything

Can technology help me do this better? Think about user experience through the entire purchase path and how technology can make it better, help us learn what our customers want and give it to them. Technology can also help track how we are doing. There are so many options and channels, links and levers – you need to be sure you know what is working well and what is not.

Digital Marketing is Less Time Taking

Value of time is known when the deadlines come close. Before starting a business, milestones are discussed and documented. Project is divided into works and each work is allotted some amount of time and these are called milestones. Each milestone should be completed before assigned time. Usually, traditional marketing is also given some days according to complexity of project. But this marketing takes more time than planned and costs more. The people traditional marketing covers is also very less. Digital Marketing is done with less money, business is exposed to more audience and chances of people actually buying products are more with this marketing.

Digital Marketing Help to Target More People for Business

Traditional marketing includes TV advertisements, newspaper ads and radio. Chances are that only few people can know about business because paper reading is mostly done by elder people. Publicity with radio is good but not that effective. Most of the people change the channels once ads start displaying in Television. Almost each and every one has smart phones and laptops or desktops. Lot of information is available on the internet and people are spending more than 4 hours daily on either smart phones or laptops. Digital marketing is a medium with which so many people get exposed with our business.

Digital Marketing Introduced New Ways of Earning

People earn money by uploading videos on YouTube, writing blogs, online surveys and many more. These are not businesses but revenue is generated with individual talents. A video gets the tag of popular if it is watched by lakhs of users. Business people want their ad to be displayed to the side of the videos. In this way, both parties are benefitted. More people get to know about the business and video uploaded gets money from YouTube. Same process goes with blog writing. A website with more traffic usually gets more clicks per day and ads are displayed. You don't have to start a business to earn money. There are many alternative ways in which your work is the medium of advertising for businesses for which you get paid.

Digital Marketing is far Better than Traditional

Business involves many risks. Lots of money is invested and getting loss in business makes them hopeless. Nowadays, starting a business and do marketing is easy but converting people to your beloved customers is difficult. Most often, people get confused to choose among choices. For a work to be done, lots of companies are offering their services online. Obviously, people choose the cheapest one among the list while some go for companies based on their reputation. Reputation and Ranking are earned with time. Digital marketing

can get you leads but converting them is dependent on the business. If a business is started targeting people's needs and if marketing is successful in making them feel to buy the product, then business rockets to success and makes huge amounts of money.

Digital Marketing is Suited for All Categories of Business

Digital marketing is revolutionary step towards the digital future. Business can be done in number of ways. In order to make people know about your business, marketing is necessary. Leads are obtained with marketing in the first step. People who are interested in buying a product or utilizing services of business are considered to be leads. Making good communication with your customers is important. Leads are converted to clients in this second phase. They have to feel good with your approach and believe in the business. It makes no difference in clients for some businesses when they opt for traditional marketing.

Conclusion

Digital marketing is a new concept that represents the needs and values of costumers and society, not just corporate and benefits. Companies seek their advantages and they do not care about basic principal that what kind of goals and values individuals and society have. Therefore, companies should be familiar with this modern and strategic principal and we must draw their attention to the aims and interests of the people and not just company's. It is possible by expansion of modern marketing concept and encouraging companies to replace it rather than the traditional way. Technology is a major factor and tool for the marketers to reach the masses and the target audience. Now marketing is majorly dependent over technology, emergence of new dimension of marketing is also known as digital marketing. Digital marketing is majorly focused over marketing through digital media devices such as smart phones and computers.

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IMPACT OF DIGITAL MARKETING SERVICES ON BANKING AND INSURANCE SECTORS IN INDIA

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ABSTRACT

The financial markets have been changed radically in our country due to the global financial crisis of 2008. It emerges that everybody is looking at his bottom line when it comes to banking, insurance and other services. Mostly, the financial Institutions are entering in the new business areas due to many mergers and acquisitions taking place in this sector. The business organizations and the financial institutions are looking at ways and means to streamline their business through digital marketing services in worldwide. On the other hand clientele are looking internet access to avail quicker and more competent ways of doing business. The Banking institutions and Insurance companies are the highly trusted organizations for people. They have very effectively adopted many transformations in their execution. Digital marketing scope prevailing in banking and insurance sector is being considered under the service marketing framework in this new business approach by digital marketing services. This study evaluates and measures the quality of online services provided by the commercial banks and insurance companies in India. The RBI and IRDA data used as secondary data and primary data have collected from 300 respondents through the questionnaire from Coimbatore City. The percentage analysis, growth rates and ANOVA were used to the present study.

Keywords: Globalization, liberalization, banking perceptiveness, online service marketing, demographic, intense competition.

1. Introduction

Digital marketing service or e-marketing service has an explosive growth in the past decade especially in the service sector of India. In particular the internet has been instrumental in providing digital marketing services to customers from the banking sector. Internet banking helps banks to build and maintain close relationships with their customers, reduces operating and fixed costs and achieves more efficient and enhanced financial performance in banking and insurance sector. These banks and insurance companies are introducing online service as an assurance to their customers that they will be able to maintain a competitive quality of service for their customers.

The growth of services sector has been substantive and has resulted in the emergence of a new breed of larger more sophisticated service institutions. The services cover a wide range of activities like trading, banking and finance, infotainment, transportation, management and technical consultancy among several others. The banks and insurance companies have been using digital marketing service as it is one of the cheapest delivery channels for their products. The digital marketing approach had taken implications in banking and insurance companies after 1950 in western countries and then after 1980 in Turkey. The

contribution of various sectors of services to our economy had been increasing for the last decade and the banking and insurance services contribute the major portion of financial services in India. The banking and insurance industry provides the impetus to achieve the economic goals of social security and welfare. This paper describes the whole range of banking and life insurance marketing activity from an online service perspective and to highlight the contemporary issues and challenges facing the banks and life insurance companies in product marketing.

2. Review of Literature

The essential literature studies are used for the critical evaluation and framing the objectives of the study. **Bennett and Lai (2005)** based on a quantitative study on the impact of the web on travel agencies in Taiwan found that the main obstacles faced by travel agencies were the high capital costs required in contrast to the small number of bookings online and the difficulty of recruiting skilled labor with IT and marketing knowledge. **Winklhofer (2002)** studied the factors that affect the extent of Internet adoption by exporting SMEs. They developed a six stage model and studied the factors that affect the adoption of the first three ones. Based on in-depth interviews with 23 exporting SMEs in the UK, they found that the factors that affect each level vary thus enforcing the view that internet adoption should be studied in stages rather than a dichotomy. Their study however was based on qualitative work on a small number of firms. Thus, quantitative research needs to be conducted in order to evaluate the relevance of the factors that this research has identified. **Kakoli Saha (1986)** had studied the technological issues and mechanization affects workers and draws implications of computerization for organizational development, taking the case of the introduction of electronic accounting machines in banks. The study found that banking sector has been tremendous growth and diversification in banking activities over the last one and a half decades. The development of a sound and adequate information system has become a necessity to meet the challenges of growth and diversification. The researcher had described that the Banking Commission and the Reserve Bank of India have appointed various committees from time to time and could be changed the banking environment. **Jin et.al. (2016)** It changes the host countries commerce methodology additionally. Because, both have totally different style and preferences for purchasing that very same product as well. the main the e-marketing use within the world the upper the economy of that specific country rises and foreign currency float in this country.

2. Need for Study

The important factors that establish the need for digital marketing service in Indian Banks like intense Competition, changes in banking sector and insurance companies by online services, and well informed customers. The digital marketing services provide more advantages to the Indian banking and insurance services. This study attempts to deliver performance of digital marketing service in service sector like banking and insurance companies in India. It provides also the growth of banks and insurance companies in the way of digital marketing services.

4. Objective of the Study

The main objectives of this study are:

1. To analyze the present position of service marketing in banking and insurance companies in India.
2. To study the impact of digital marketing service in service sector.

5. Methodology

The present study is diagnostic and exploratory in nature and makes use of secondary data. The primary data and secondary data have been collected mainly through the data bases of Reserve Bank of India Bulletin (RBI), Insurance Regulatory Development Authority (IRDA) reports and Insurance companies' websites, various reports and other studies. An attempt has been made in this paper to evaluate the impact of digital marketing service in banking and insurance companies in India. The present study has contains fourteen years data from 2003-2017 of both banking and insurance companies India. The primary data has collected from 300 respondents through the questionnaire from Coimbatore City. The percentage analysis, growth rates and ANOVA were used to the present study.

6. Digital marketing Services in India

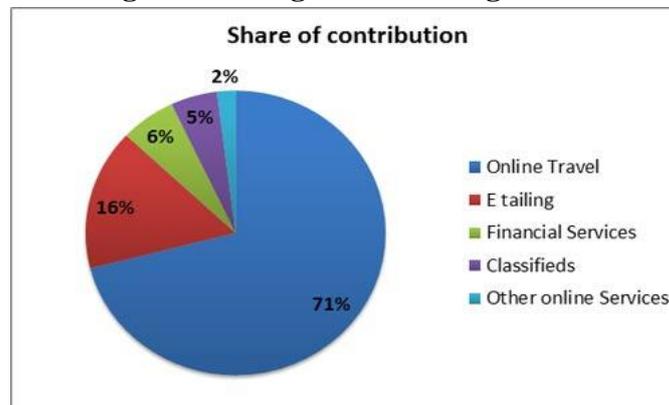
In India, Digital marketing service is one of the fastest growing segments in the Asia Pacific region. The CAGR of digital marketing industry was 34.58 per cent from 2009 to 2012, the online services have expanded from Rs.19,249 Crore to Rs.47,349 Crore. This expansion can be mainly attributed to the decrease in the price level of personal computers, growth in the number of lively internet users and the extremely competitive Internet Service Provider (ISP) market. The Business to Business (B2B) grew from USD 135 Million to approximately 351 Million from FY 2010 to 2012. In the Business to Business sphere, medium enterprises have the highest contribution at 48 per cent followed by 32 per cent and 20 per cent of small and micro companies except service sector. The lack of perception among the micro enterprises regarding internet technology has hampered growth. In the Business to Consumer (B2C) domain, the primary driver of growth is high internet saturation and increase in the number of vigorous users. The rise of the disposable income of the middle class people has led to an increase in online spending of the goods in India. According to Internet and Mobile Association of India (IAMAI), as many as 19.2 million people have been using the online services for product information, Out of these, 73 per cent have bought either some goods or services from an digital marketing services. The number of people who buying online has double in mere two years and is a positive sign for an digital marketing industry. The B2B services would develop by service sector and their usages have been developed in banking and insurance industry. The banking and insurance company's products have been sold by the online service after the liberalization and centralization of institutions.

7. Segments of Digital marketing Services in India

The Digital marketing Industry can be segmented into mainly travel and non travel sites. An online travel comprises 71 per cent of the digital marketing in India, because of the booming urban internet savvy population who prefer to book rail and air tickets online. The

segments are mainly financial services including banking and insurance institutions, E-Tailing, classifieds, and other online service constitutes much lesser share of the digital space.

Chart-1 Segments of digital marketing service in India



Source: IMAI Report, 2017

The Indian Digital marketing services primarily comprises of five major segments are namely retail, and other financial services, wherein the online travel and retail segments dominate the overall pie with a cumulative share of more than 85 per cent. Of all, online retail happens to be the fastest growing segment in the India. Competition in the market is severe and low consumer loyalty prevailing in the market furthers the competition by manifolds. Refurbish business strategies, consolidations and innovation in service delivery model have become the most eminent trends in the market. Competition in the market is seen to be highly stiff and factors such as lower brand loyalty, price sensitivity and affinity towards discounted offer advertisements and services amongst consumers makes the competition even severe.

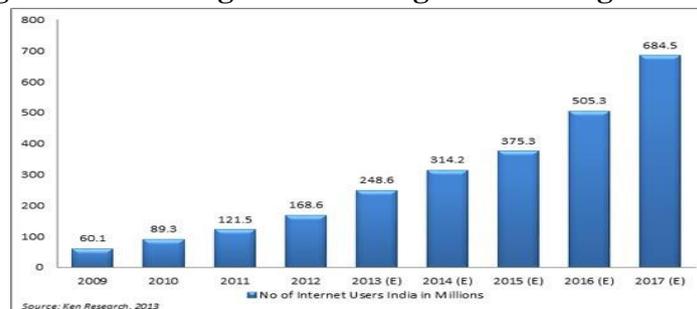
The online travel segment has seen a CAGR of 55.5 per cent from 2007-2017. It is due to rise of disposable income and the boom of the tourism industry. The online travel segment market is expected to grow at a CAGR of 32 per cent for the next 5 years and will remain a dominant contributor to the total e-commerce revenue. E-tailing includes buying consumer items like clothes, electronic devices, home and kitchen appliances, jewelers. The money services phase includes applying for insurance, paying on-line bills, and premiums and on-line transactions for money services. the prices of the insurance policies area unit lesser with premiums being from forty per cent to sixty per cent cheaper. conjointly the convenience provided by on-line portals has led to a lot of customers selecting the net route for bill payment. The online financial services segment is expected to grow at the steady pace of 23 per cent in future days. The growth will be increase by the expanding online insurance market and internet penetration. In addition to that, many Indian banks have rolled out online loan application process. The other online services include sites of offering online services like buying entertainment items, food and grocery.

8. Future Scope and Growth of Digital marketing Usage

The growth of online service will be on two accounts: the changes in the macro-economic parameters like internet penetration, inflow of investments, disposable income and the other due to segment explicit factors. Internet penetration has increased by a CAGR of 30 per cent from 2007 to 2012. It has been an increase in internet user base with more number of

unique users, the attractiveness of the sector will rise and it will led to more advertisement on the digital media. As advertisements increase, repeat rate for online retailing is likely to increase. It would trigger growth in both the travel and non travel segment due to more customer usage.

Fig-2 Trends of Digital marketing Service Usages in India



9. Impact of Digital marketing Service in Banks and Insurance Companies

The banking industry growth was very slow and banks also experienced periodic failures between 1913 and 1948. The banking situation in Indian at the time of independence of the country in 1947. After the nationalization it has been improved by some other experts committee in RBI. An insurance industry was grown after implementation of Life Insurance Corporation in 1957. The IRDA was established on 1999 for the regulation of insurance industry by the government. A well developed and evolved insurance sector could be a boon for economic development of a rustic. It provides semi-permanent funds for infrastructure development and at the same time strengthens the risk-taking ability of the country. India's fast rate of economic process over the past decade has been one amongst the foremost important developments within the economy. After the second reform period 1998, the banking industries have been changed with more technical aspects of RBI. Since 2006, the RBI made changes with private and public sector banks in India. That Commercial Banks mostly affected and reduced banks from 300 to 169 Commercial banks due to merger and acquisition functions. It has been made strengthened banking activities in Indian banking industries.

10. Satisfaction of the Customers in Banking and Insurance Industry in India

The study has measure the satisfaction of the customers with the digital marketing techniques.

Table 1 – Customers Satisfaction on Digital Marketing in Banking and Insurance Industry

Satisfaction Level	No. of Respondents	Percentage %
Low	90	30.00
Medium	35	11.67
High	175	58.33
Total	300	100.00

Source: Primary Data

In both banking and insurance industry, the customers are mostly satisfied with the digital marketing techniques in Coimbatore city.

11. ANOVA - Significant Changes between Banking and Insurance Industry – An Analysis

The ANOVA test results have scrutinized and inserted in the below table:

Table-2: Paired Samples Test

		Paired Differences					t	df	Sig. (2-tailed)
					95% Confidence Interval of the Difference				
		Mean	Std. Deviation	Std. Error Mean	Lower	Upper			
Pair 1	Capital	-75122.50	45528.85	13143.049	-104050.1	46194.84	-5.716	11	.000
Pair 2	Total Deposits	-818870.0	481425.1	138975.46	-1124752	512987.0	-5.892	11	.000
Pair 3	Advances and loans	-3.017E7	2.751E7	7942728.2	-4.765E7	-1.269E7	-3.798	11	.003
Pair 4	Investments	-4174757	2220746	641074.21	-5585752	-2763762	-6.512	11	.000
Pair 5	Total Assets	-8.048E7	6.240E7	1.801E7	-1.201E8	-4.083E7	-4.467	11	.001

The table-1 shows that the significant changes between banking and insurance industry performance in India. The data has significant changes at 5 per cent level in banking and insurance industry performance. The banking and insurance industry have more growth by digital marketing service in India. It would develop in future day by the campaign of digital marketing and digital marketing in India.

12. Conclusion

The e-commerce industry in India is nascent. With internet penetration, Personal disposable income on the rise and with gradual demand of debit and credit cards, the digital marketing industry is all set for some good growth numbers in the future. There are, however, considerations amongst customers relating to the standard of the offer, lack of the “fun” issue of looking, and, regarding the safety of the net payments. These challenges are being self-addressed by innovations like cash on delivery, a refund guarantee, such challenges will be simply handled. Because of lower barriers of entry, competition is probably going to be quite high. Value based competition will result in shrink in margins. but successive few years can see some consolidation within the market house and flow of investment during this sector is sort of possible. Overall the future of the digital marketing industry is indeed very bright.

The banking and insurance industry have more growth and the customers who satisfied by digital marketing service in India. It would develop in future day by the campaign of digital marketing and digital marketing in India.

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A REVIEW ON WORD-OF-MOUTH MARKETING–THE FUTURE OF MARKETING

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Abstract

Word-of-Mouth Marketing is said to happen when a consumer's interest for a company's product or service is reflected in their daily dialogs. Word-of-mouth marketing can be encouraged through different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. It includes buzz/ viral, blog, emotional and social media marketing. The review was an attempt to peep into the world of WOM that is about to sweep the contours of marketing and many conservative assumptions hither to held high by marketers will fall into oblivion once the WOM marketing take root.

Introduction

Definition of 'Word-Of-Mouth Marketing - WOM Marketing '

Word-of-Mouth Marketing is said to happen when a consumer's interest for a company's product or service is reflected in their daily dialogs. Word-of-mouth marketing can be encouraged through different publicity activities set up by companies, or by having opportunities to encourage consumer-to-consumer and consumer-to-marketer communications. It includes buzz/ viral, blog, emotional and social media marketing.

Buzz marketing is a technique that is focused on maximizing the word-of-mouth potential of a particular campaign or product, whether that is through conversations among consumers' family and friends or larger scale discussions on social media platforms. The purpose of this effort is to get the people to talk about the products. The marketer believes that this opinion will pass through online talk thus affecting sales. A buzz marketing example would be if a company decides to promote a product through some type of event centered around a show or stunt of some kind where consumers can try the product and are encouraged to share their experiences through everyday conversation or online.

“Social media marketing (SMM) is a form of Internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.”¹

1.1.4 Word of mouth in purchases:

WOM definition:

By Cambridge dictionary: “Given or done by people talking about something or telling people about something”

on-line and off-line WOM

To understand the extend and the nature of human interactions leading to purchases by a certain receiver of this type of information or any verbal or even non verbal cues shall come in the gamut of word- of- mouth that leads to a purchase of a certain product. In the off-line milieu it is seen that a direct face to face approach is what happens in a WOM episode. In the online mode it might not be so.

On the aspect of whether online is a major WOM source the study did explore on whether there exists any such sources and also if it affected the decision to buy to a large extent, it was seen that though the internet source was accessed by a small minority the extensive usage for analyzing the product quality was not present in most of the cases (95%). So the study finally zeroed in on studying the offline WOM influence and its effects in making the buyer to purchase the product. Negative effect of WOM is found to be negligible. As mentioned earlier, other non-WOM effects were also low.

2.1. Review of literature

The literature on the adoption process of a Consumer Durable is extensive. A number of studies have gone into the nature of adoption. Rogers(1983), in his study, categorized customers as Innovators, Early Adopters, Late Adopters and Laggards. Other studies have looked into the aspect of innovator's purchase behavior and have explored and concluded that the level of new-ness of products is one important influencer in their purchase behavior (Heinz, 1966). Still others identified personality type of the innovator (risk-taking behavior (Popielarz, 1967) as a major factor. The breadth of categorization is yet another influencing element as per another study (Donnelly and Etzel, 1973). Studies also have figured out inner- and outer-directedness (Donnelly and Ivancevich, 1974) and opinion leadership (Robertson and Myers, 1969) as characterizing innovative purchase behavior.

Literature on Models

Innovation-Diffusion Model and WOM

The study which was a pioneering one on the effect of varied influences on individuals on the purchase was the one initiated by Bass and later called as Bass Model or Diffusion Model. Bass (1969) developed an Innovation - Diffusion Model in which he proposed that the potential adopters of an innovation are influenced by two means of communication, "mass media" or "external influence" and "word of mouth" or "internal influence". He suggested that the adopters are divided between these two groups and went on to describe the members of the first group as Innovators and of the second as Imitators.

The said study gives equations that tells us that at a specific time "t", how much percentage will be innovators and how many imitators which may indicate to what extend at different time periods one product may have word of mouth influence on it. Also he could give an equation which indicated the extent to which this word- of- mouth influenced the decision of adoption

This study gives a direction on the categorisation and time period of adoption as also the factors like innovation proneness or imitation proneness which impacts the extend of WOM influence which leads to purchases.

Mass Media and WOM influencers

In his study, Lazar (2003), observed that some actors selectively pay attention to opinions by people in their purchase. Thus it is seen that so many follow an expert or perceived expert in their purchases. In this study it was thus found that mass media does not influence mass market but it influences some who then become advisors and become WOM initiators.

Inter-personal contact and WOM

Early sociological studies found that person-to-person communication was more effective than impersonal media sources in changing opinions and transmitting information (Cantril and Allport 1935; Doob 1948; Knower 1935, 1936; Wilke 1934).

Lazarsfeld, Berelson and Gaudet (1944), (Watts & Dodds 2007), studied this special category of people to know why these people who are basically prone to mass media influence who then ended up as advisors are being taken seriously by others in their purchase decisions. It was found out that they got influence on people because of their knowledge and information quality, who are then seen as influencing other individuals through WOM.

Personal sources get frequently rated by consumers as very important information source (Katona and Mueller 1954 and Katz and Lazarsfeld 1955; LeGrand, Udell 1964; Price and Feick 1984; Robertson 1971; Thorelli 1971), especially when the person who seeks information perceives high risk (Amdt 1967b and 1968); perception of risk by seeker (Cunningham 1964, 1967); Lutz and Reilly 1973; similar results were seen from studies (Perry and Hamm 1969; Roselius 1971), or when consumers are generally susceptible to interpersonal influence (Bearden, Nctemeyer, and Teel 1989).

Word-of-mouth communications have more influence on product judgments than less vivid printed information (Herr, Kardes, and Kim 1991). Interpersonal influence has also been suggested as a major component of opinion leadership (Feick and Price 1987; Robertson, Zelinski, and Ward 1984; Rogers 1995; Yale and Gilly 1995).

Innovator-Non innovator Discriminators

A study conducted by Robertson and Kennedy (1968) on adoption of new consumer appliances found that venture-someness (risk taking mentality) and social mobility to be the most discriminating variables which distinguished innovators from non-innovators. He put the discriminant variables as venture-someness, social mobility, social integration, cosmopolitanism. Here this study states the possible discriminating variables for identifying innovators but we can make a judgement that the opposite is true with imitators..

Socio-Economic Factors and the diffusion Model

Uhl (1970) who studied 16 new grocery products found out laggards and late adopters as individuals with low income and greater loyalty to known brands than innovator or earlier adopters. This is identified from a set of variables as brand switching behavior, age, formal education, family income, family size, club participation. This study identifies the

demographic profile of the laggards and late adopters. It also tells about loyalty level of the said categories...

Mahajan(1990) studied 11 consumer durable products using the Bass and Rogers model . He used an array of variables to see if there are differences in adoption between each of the said variables. The variables studied are Demographics, product usage, media access, purchase involvement, and also interpersonal advice. He concluded that for each of the variables there are significant differences among the different adopter categories. The study “A Diffusion model for new consumer durables” by Alf-Erik Lerviks, Swedish School of Economics and Business Administration, Helsinki, Finland Scandinavian Journal of Economics 1976, floated a socio-economic diffusion model for new consumer durables,is presented in this paper. Social structure, interpersonal communication, word-of-mouth generation, prices and incomes are explicitly taken into account by the diffusion mechanism. A socio-economic diffusion model is presented in this paper, first one is an Expected Value Approach.

Four types of consumer behaviour are distinguished between in the model:

1. Initial purchase behaviour,
 2. Interpersonal communication behaviour,
 3. Mass communication behaviour,
 - and 4. word-of-mouth generating behaviour.
- Initial purchase behaviour forms the key or criterion variable and is defined as the probability of purchasing a specific consumer durable for the first time. This means that consumer behaviour is interpreted as aggregate behaviours and expressed in the form of expected values, conditional on different types of consumption units. These different types of consumption units are defined by a set of behaviour differentiating characteristics. Examples of possible characteristics are income, occupation and age. Consumption units, grouped according to these characteristics, constitute market segments in the model, within which the behaviour of single consumption units is aggregated and between which these aggregates are differentiated. In the diffusion model the expected behaviours are thus conditional to different market segments

Opinion leadership

The existence of opinion-leadership is found out in the study “The people,s choice study” that has been conducted by Lazarsfeld, Berelson and Gaudet in 1944. Opinion leaders are termed as people who are more influential within their social networks than others. Consider themselves experts in a specific area of interest and are approached for advice in the area they are seen as proficient by others..

Lazarsfeld, Berelson and Gaudet (1944) and Katz and Lazarsfeld (1955) computed an index for measuring the same. They distinguished between “opinion leaders” and “followers”. The idea of operationalizing opinion leaders as convincing others and being asked for advice had tremendous impact on subsequent studies

Characteristics of opinion leaders in this study

The following factors were found to be active in opinion leadership and its assessment such as technical competence, monomorphism and polymorphism, social and physical

accessibility, homophily and heterophily, which helps in being different in the eyes of a opinion seeker.

Technical competence

To be regarded as an opinion leader, one must be knowledgeable or competent in the area in which his or her leadership is sought. Also one may look into such aspects as whether opinion leaders are well-liked and respected by their communities for making wise decisions, operating with a clear understanding of local needs and conditions, proving successful in their particular occupations, willing to be of service in helping to improve conditions in their communities, having the same economic, social and cultural background as the people they lead (Savile, 1965).

Katz and Lazarsfeld (1966) found out that opinion leaders have more contact with external sources of information than their followers, especially radio and printed media.

It was further suggested by Severinand Tankard (1979) that mass media channels are relatively more important than interpersonal channels for earlier adopters (most of whom are opinion leaders) than for late adopters (most of whom are the followers), because at the early stages, there are few interpersonal channels available to the early adopters.

Cosmopolite-ness is another factor that is believed to be contributing significantly to the competence of opinion leaders.

Opinion leadership being the type of informal leadership is earned, and can only be maintained by technical competence, social accessibility and conformity to systems norms (Rogers, 1988).

Polymorphism and Monomorphism

Polymorphism is the degree to which an individual acts as an opinion leader for multiple topics. The opposite is monomorphism, which relates to opinion leadership limited to only a single topic (Rogers & Kincaid, 1981), Ryan and Gross(1943); Katz and Lazarsfeld (1955), perceived monomorphic opinion leadership to usually occur in more progressive communities, with high adoption rates of technology. This implies that polymorphic opinion leadership is more likely to be found in less progressive communities with low adoption rates of technology. Bembridge's(1991) found out that accessibility is not the only criterion for opinion leadership, in that opinion leadership and friendship are not synonymous.

Van den Ban (1981) connotes that there are different degrees of leadership thus stating that the phenomenon is relative .so it is best to differentiate degrees of opinion leadership rather than identify whether somebody is an opinion leader or not.

Impact of Opinion leaders on Adult Consumer Decision Making Process

According to Schiffman and Kanuk(2007), others can have an influence on the consumer's decision-making process such as friends and relatives. Also, word-of-mouth by the opinion leader is the first person that influences the second person by giving their opinion on a product. Further the WOM receiver is the person that accepts the knowledge from the opinion leader. People who look for new products and seek out information are called the opinion seekers (Schiffman&Kanuk, 2007). According to them they give both advice and the proper information.

Review related to WOM and advertising

In the article “Effects of advertising and negative WOM communication on message processing and response” by Smith and Vogt relating to a study on how consumers integrate information, found that existing belief, perceived credibility, argument quality and various other source characteristics are the factors.

Another view point asserted by Anderson(1971,75) is the discounting effect happening when there are multiple sources of information for consumer and his argument was that the earlier impactful information fallen on the consumer will discount a later information thus weakening the influence of later impactful message. So importance of order of information source and type deciding the impact is stressed here. This order becomes important since consumer had already processed information via an impactful source earlier thus discounting the second one.

Study by Smith and Swinyard(1982) showed that direct experience is more trustworthy for consumer than any WOM from external source. It also sensed that advertisements can also prevent a negative WOM. In their article “Cultural Influence On Word-Of-Mouth Communication”, Desmond Lam, University of Western Australia, Dick Mizerski, University of Western Australia, Alvin Lee, University of Western Australia, studied the influences of Culture and WOM and the reasons why someone become a source of word-of-mouth is extensively researched for about 40 years. And Word-of Mouth is seen as influencing a variety of consumer conditions, from awareness, expectations, perceptions, attitudes, behavioral intentions to actual behaviours.

Past research show that consumers are engaged in word-of- mouth mainly for altruistic, product involvement, and Self-enhancement reasons. The frequency and intensity of word-of-mouth may also depend on situations, service Quality, types of products and markets, social networks, social class, individual personality, and culture of the individuals. Culture, in particular, can have a strong influence on one’s word-of-mouth behaviour as a source. The review was an attempt to peep into the world of WOM that is about to sweep the contours of marketing and many conservative assumptions hither to held high by marketers will fall into oblivion once the WOM marketing take root.

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TRADITIONAL MARKETING Vs DIGITAL MARKETING

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Abstract

Digital marketing is a different promotional techniques to reach customers via digital technologies. It is the promotion of products, services or brands through one or more forms of digital media. Digital media is that customer has access to information any time and any place they need it. Digital media is always grow in source of entertainment, news, shopping and social interaction, and now customers are express not only just to what your company says about your brand, but what the media, friends,relatives, neighbours etc., are saying as well.

In today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is very important to take advantage of digital marketing. Digital marketing is also called as Internet marketing, but their actual processes different, as digital marketing is considered more targeted, measurable and interactive. It includes Internet marketing techniques, such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also extends to non-Internet channels that provide digital media, such as short messaging service (SMS), multimedia messaging service (MMS), call-back and on-hold mobile ring tones, e-books, optical disks and games.

Introduction

Peoples think that marketing is advertising for sale. However, marketing is nothing but everything a company does to attract customers and also maintain a relationship with them. Writing thank-you letters and meeting with a past customer for coffee can be thought of as marketing. The ultimate aim of marketing is to find match for company's products and services to the people who need them, which should ensure profitability.

The oldest, simplest and most natural form of marketing is 'word of mouth' marketing, in which customer convey their experiences about a product, service or brand in their day to day communications with others. These communications can be of course either positive or negative.

Simply stated, marketing is everything you do to place your product or service in the hands of customers. It includes sales, public relations, pricing, packaging, and distribution. It is a management process that identifies and supplies customer requirements efficiently and profitably. It includes the coordination of identification, selection and development of a product, determination of its price, selection of a distribution channel to reach the customer's place, and development and implementation of a promotional strategy.

Marketing is about meeting the requirements of customers; Marketing is a business-wide function it is not something that operates alone from other business activities. It includes advertising, selling and delivering products to people. People who work in

marketing departments of companies try to get the attention of target audiences by using slogans, packaging design, celebrity endorsements and general media exposure.

Traditional Marketing:-



In traditional marketing, higher priority is given on selling the products. They start with production and marketing is done although selling and promoting the product to reach sales at profits. In this strategy, the current products are imposed on the market by aggressive selling and promotional burden.

Modern Marketing:-



Its main motto is customer satisfaction that's built a relationship with customers and is archive by an integrated, corporate broad set of marketing activities. This strategy understands the needs and ambitions of the customers and product is.

Traditional Marketing Vs Digital Marketing

Traditional Marketing uses strategies like direct sales, TV, radio, mail, print ads in newspapers or magazines and printed materials like billboards, posters, catalogs or brochures. Digital Marketing is the promotion of products through one or more forms of electronic media. For example, advertising via the Internet, social networking sites, mobile phones etc. Digital marketing is similar to traditional marketing, but using digital devices.

There are countless ways of marketing products and services. Traditional marketing methods include print advertisements, such as newspaper ads, billboards and flyers, as well as television commercials and radio spots. Digital or online marketing methods, which are

becoming increasingly popular, include websites, ads on social media, YouTube videos and search engine optimization (SEO), among many others.

The world has transitioned into a very digital environment. Not only are magazines going digital, many of our daily tasks such as banking online and much of our reading is done on e-readers. With rise of the digital age it is good to invest in a digital campaign. Even though traditional marketing still has a place, it is diminishing in the digitally based world. For today's businesses, it is imperative to have a website and use the web as a means to interact with their consumer base.

So, with this new approach to attracting customers, what benefits does digital marketing have that traditional marketing does not:

i) Greater exposure: Traditionally, it was possible to quite effectively reach a local audience. Digital marketing, however, International Journal of Commerce and Management Research now enables business to reach people all over the world, 24 hours a day. Using traditional marketing techniques, reaching a worldwide audience would cost a fortune. Moreover, on social media there is always the possibility for content to go viral, which gives one's business amazing exposure without any extra effort or costs whatsoever.

ii) Cost-efficient: As the image below shows, digital marketing can save one's company lots of money. With the right tools and partners a Digital Marketing strategy can be achieved fairly cheaply as it can eliminate the need for a presence in costly advertising channels such as newspapers, and more 'traditional' directories.

iii) Easy to measure: Through tools such as Google Analytics, it is easy to keep track of the traffic to your website as well as conversion rates, among other things, and you can adapt your marketing strategies accordingly. Tools such as these provide great insight into the effectiveness of the digital marketing campaigns.

iv) Customer engagement: Traditional marketing tends to be unidirectional. On the internet, however, communication goes both ways and digital marketing can be very interactive. Consumers can 'like', 'share', 'follow' 'rewet' and comment on social media, as well as review your products and services. Digital marketing thus enables potential customers to easily engage with your business, while simultaneously giving you more publicity. Moreover, digital marketing is less intrusive than traditional marketing. Individuals can choose to opt in or out of newsletters and they can hide the Facebook posts, if these do not interest them.

v) Easily refine strategies: Traditional marketing campaigns often take a long time to develop and are expensive. People cannot simply decide overnight to take a different course of action if their campaign does not seem to be working. Conversely, if the digital marketing campaign seems to be ineffective, one can just change your strategies. It is easy to post different types of content on social media or to update the design of your website, for instance. Online, there is always room for adjustment.

vi) Greater brand development: Branding can be defined as "the marketing practice of creating a name, symbol or design that identifies and differentiates a product from other products." This is much easier to do online than offline. The website is a very important part of one's brand and so are the social media channels. Both are accessible day and night and are the face of one's business in the digital world.

Viral: how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts – your one message has actually been seen by 15 new prospects. Now imagine a number of them also like and share your message and their friends do the same? That's why high-quality content is so important.

Conclusions: Digital Marketing is a cost effective tool of marketing. It allows us to market the desire product or service to desire people at desire destination at desire amount. It helps us to save environment by saving the paper and other resources, speed up the marketing trend and can reach to the individuals at remote locations. Digital Marketing has made new options available for techno savvy people to work with technology and have open new thrust area for jobseekers, researchers and entrepreneurs. Digital Marketing will 100% change the face value of Indian businesses at global market. By getting involved with social networking and managing it carefully, you can build customer loyalty and create a reputation for being easy to engage with, also by giving exclusive offers to your customers, you are rewarding and reminding them that you're not only the brand to engage with but also to buy from. By taking advantages of such strategies can help you to make your marketing more effective. Through electronic channels and by posting positive comments, feedbacks about product, you can attract new customers and build healthy relationship. But, it works in both ways. Happy customers can help you, but unhappy customer can harm your business very seriously. However regardless of these problems it is reasonable to conclude that digital marketing is on the whole positive development for businesses and that despite certain dangers its impact upon business has been largely positive.

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