

STUDY OF PERCEPTION OF MILLENNIALS TOWARDS INTERNET MARKETING

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ABSTRACT

Internet marketing is a form of promoting through Internet. It help us to form a link between the consumers and firm .In past few Internet Advertising has become very popular among marketers and consumers. The new way of marketing has help the marketers to extend their business to a large extent without any barriers. Internet marketing enables the consumer to purchase the product in short span of time and hence internet marketing has proved to be the convenient medium for both the consumers and the marketers. Internet marketing has help us to overcome to the traditional way of marketing by providing various platforms and tools for the consumers. Change in web technology and consumer behavior has in many cases, increased opportunities to target advertising. Understanding the value of various media for marketing has always been challenging. The objective of this study was to find out the factors perception of millennials towards internet marketing .This is done with the help of primary data which were collected for the study. The findings of the study indicate that show that Internet marketing is the convenient form of marketing which has the positive in future. Internet marketing enables the consumers to purchase the product, compare prices and features at a glance.

Keywords:- internet marketing, consumer behavior, online marketing

INTRODUCTION

The 21st century is considered as era of technologies where every individual adjusts himself to make his work much easier in effective way. Few years back the market was based on traditional way of marketing but, from past few years the scenario has really changed. We can have noticed drastic change from traditional marketing to digital marketing. For example, earlier people used to visit store or the market to purchase them require material while nowadays people visit various online marketing platform and can buy their required material. Online Marketing is one of the trends in the field of business, marketing and information technology over the recent

years. Online Marketing helps us in marketing of goods and services with the help of digital technologies market.

Internet has become an important aspect of the life of people in today's world. With the help of internet, people can access to any kind of information as and when required. Making use of technology to reach to the customer and fulfilling their demands is the best way of holding position in the market. Earlier when people wanted to travel they had to visit various booking offices for reservation purpose but today people can book their reservation tickets through various online platforms like MAKEMYTRIP, GOIBIBO, YATRA, etc.

Online marketing plays an important role in the current market scenario. Online marketing products are low priced as compared to traditional marketing. Online marketing enables to sell any product in any part of the country without setting up outlets. Internet marketing facilitates to provide customized offers to customers by tracing purchasing history. The online marketing has been proved effective ways, which enable us to build strong relation with existing customers and acquiring new customers in any industry.

Few years back, internet was used only for gathering information, but now there is huge change in the lifestyle of the people. There have been changes in lifestyle and standard of living has increased the standard of living over the years. Nowadays, maintaining online reputation is one of the important factors which is taken into consideration. This can be achieved with the help of blog writing, collecting feedback and promoting various advertisements to gain the attention of the audience/ prospective customers.

Online marketing has also gained importance in educational sector. In today's dynamic time, every institution should have structured digital plan, with set of objectives so that it becomes easily to cope up with today's market trend. If an educational institution wants to be successful in today's time, it is important to utilize digital marketing strategy. Internet marketing is concerned with online business of firm to strengthen and scale up their movement, and also helps in strengthening customer relation management (CRM). One of the major concern with internet marketing is product characteristic which plays major role in marketing through internet. Internet marketing in recent time -span has observed faster growth, also many firm make prefer internet marketing tool for advertisement or promoting activity. Internet marketing is considering

as a platform to understand the need of the customers and to sell the product using effective channels such as Communicating, Transactions, Distributing.

Internet marketing has proved to be one of the most effective ways of reaching market. For any firm providing online product or service, having a website is only a small part of marketing. Some firms while formulating marketing strategies face some challenges. Here are some challenges: -

- **Ability to Track Consumer Behavior**

The ability to track consumer behavior across various online platforms is the challenge faced by many organizations. To overcome this obstacle the marketer requires well-organized tracing system to capture, transfer, and analyzed the data which can facilitate the marketers to and provide them the product and service according to their need. For example, various platforms like Amazon, Flipkart used their systems to inform customers on their expected time of any product ordered by them and also provide various customers to make use of various mode of payment. This helps customers to make more informed decisions on their choice.

- **Managing Brand Reputation**

Nowadays many firms depend on online advertising to build brand reputation. In today's marketing world social media provides is a platform where we can reach large audience easily at a very cheaper price. In nutshell we can say, companies are planning to build successful strategies that can have positive impact on the brand image and reputation. As every aspect have positive and negative impact, an impact of social media is vibrant in nature which can also consider as an element of image destroyer. Hence, managing reputation became a challenge for marketers while formulating and implementing marketing strategies.

- **Measuring the Return of Investment (ROI)**

Measuring the Return of Investment (ROI) of online marketing is one of the major task in digital marketing. Most firms make use of both online and offline platforms for marketing purpose. Hence, various plans are implemented to figure out how digital channels are effective in comparison with traditional channels.

- **The Increasing Talent Gap**

We can witness a rapid and fast adoption of new technology thus empowering skilled resources in organization to manage their digital marketing effectively is an another challenge faced by

organization in the competitive market because lack a strong knowledge and understanding in marketing, may lead to failure of marketing strategy.

LITERATURE REVIEW

Schlosser, et-al (1999) in their study on Survey of Internet Users Attitude towards Internet Advertising studied that though many have of us are aware about the current scenario of internet advertising, how it compares to advertising in and its implications for traditional marketing models we are not aware Internet users' attitudes toward internet advertising. To conduct this study a survey of 400 participants was conducted. The objectives of the study were to identify consumers' attitudes toward internet advertising and to compare the perception of the sample of the different age group towards advertising.

Wang, et-al(2002) in their study on Understanding Consumers Attitude Towards Advertising have researched measures consumers attitudes toward advertisements for different purposes/functions and different media In this paper, they focused on consumers perceptions of different types of advertisements, not their perceptions on media. However, to eliminate confusion, they consider an advertisement as a combination of the ad.s content or message and the medium through which the ad is carried. This study focused on majorly on characteristics of the medium less on the use of a medium.

Danaher and Rossiter,(2006) in their study on A Comparison of the Effectiveness of Marketing Communication Channels: Perspectives from Both Receivers and Senders has given a view of old and new media channels on various parameters like reliability, trustworthiness convenience, and entertainment value. The aim of research was to study the perceptions of consumers towards various marketing communications channels and also the perceptions of senders/advertisers of marketing communication/advertising messages. The research paper deals with aspects like media channel attributes their relative effectiveness and sender and receiver perceptions of media communication channels.

Thakur &Aurora, (2015) in their study on Consumer Perception: A Study on E Marketing focused on various factor influencing the perception of the customer towards e- marketing. The study concluded that Internet is one of the ways which is changing the consumers shopping and buying behavior. Consumers make use of emarketing platform to buy the product by comparing

prices and features of product. The main objective of these research were to understand the attitude of the online shopping customers.

Raunaque, et-al (2016) in their study on Consumer Perception towards Online Marketing in India focused on the factors which online buyers takes into consideration while shopping online. This study will help us to identify the impact of e-market on customers' purchasing patterns and how their security and privacy concerns about online marketing influences their online buying behavior. The study will further include the various important inputs which enable the marketers for creating online marketing more profitable and secure by adding value to the existing services. This research study will help us to identify various factors influencing the customer to purchase online and to identify the customer perception with respect to e-commerce industry.

Farooque , (2018) in their study on Advertising through Internet: A rising and viable channel of Marketing have attempted to find the advantages of internet advertising than the traditional advertising. In this paper, they focused on consumers perceptions the main objective of the study were to know the salient features of internet as a medium of advertising and to compare internet advertising and traditional advertising These study focused on majorly on characteristics of the medium less on the use of a medium. The study is based on the secondary data collected from the web and print media.

METHODOLOGY

Data for this study was collected by means of a Survey conducted online. The sample size was 55. The Questionnaire was used mainly to understand the perception of millennials towards internet marketing .Responses was collected from 55 respondents of age group 22-37 as it was particularly design for age group of millennials. Secondary data includes the information obtained from the existing research reports, surveys, journals in respect with perception towards internet marketing The study has used descriptive statistics has been used for data analysis for the better clarity in the result.

ANALYSIS AND RESULTS

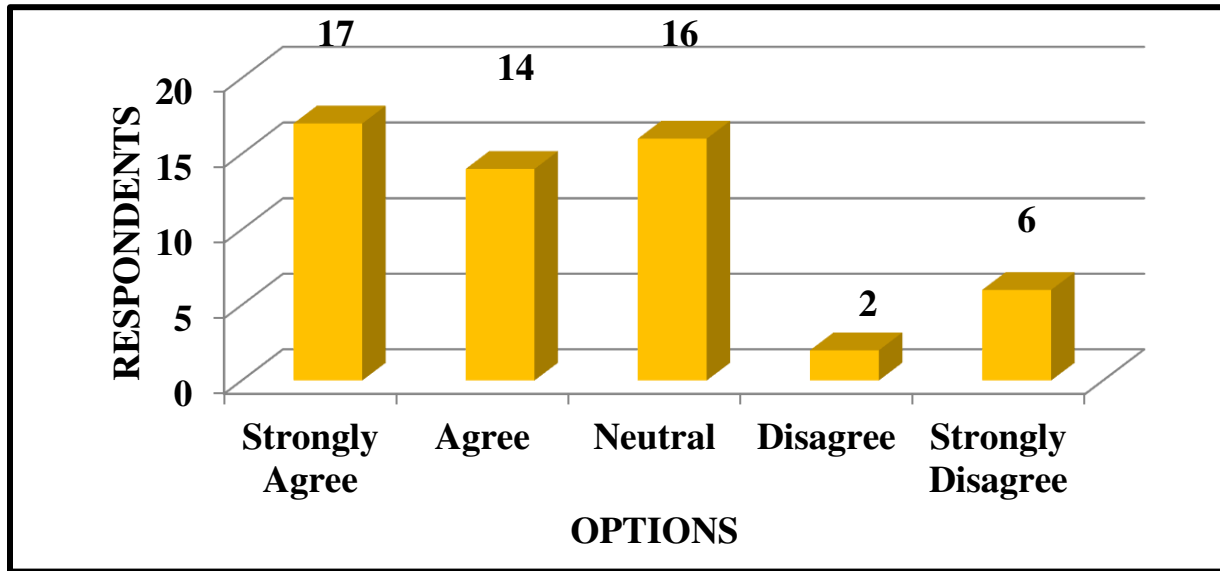


Fig-1 Consumer Nowadays Relies Entirely On Internet Marketing

Interpretation

The majority of respondents Strongly agreed that consumer nowadays relies entirely on internet marketing .With regard to reliability on internet marketing it is found that 17 respondents i.e 30.9% of respondents strongly Agree that that consumer nowadays relies entirely on internet marketing . 14 respondents i.e 25.5% of respondents agreed that consumer nowadays relies entirely on internet marketing 16 respondents i.e 29.1 % of respondents were neutral with regards to the reliability on internet marketing 2 respondents i.e 3.6% of respondents do not agreed that consumer nowadays relies entirely on internet marketing and 6 respondents i.e 10.9% of respondents strongly agreed that consumer nowadays relies entirely on internet marketing. From this we can conclude that majority of respondents strongly agreed the statement that consumer nowadays relies entirely on internet marketing.

Further Figure 2 indicates that the majority of respondents agreed that Internet marketing helps in creating awareness about the product or service. With regard to creating awareness through internet marketing through it is found that 17 respondents i.e 30.9% of respondents strongly agree that that internet marketing helps in creating awareness about the product or service.27 respondents i.e 49. 1% of respondents agreed that internet marketing helps in creating awareness about the product or service 7 respondents i.e 12.7% of respondents were neutral with regards to the internet marketing helps in creating awareness about the product or service

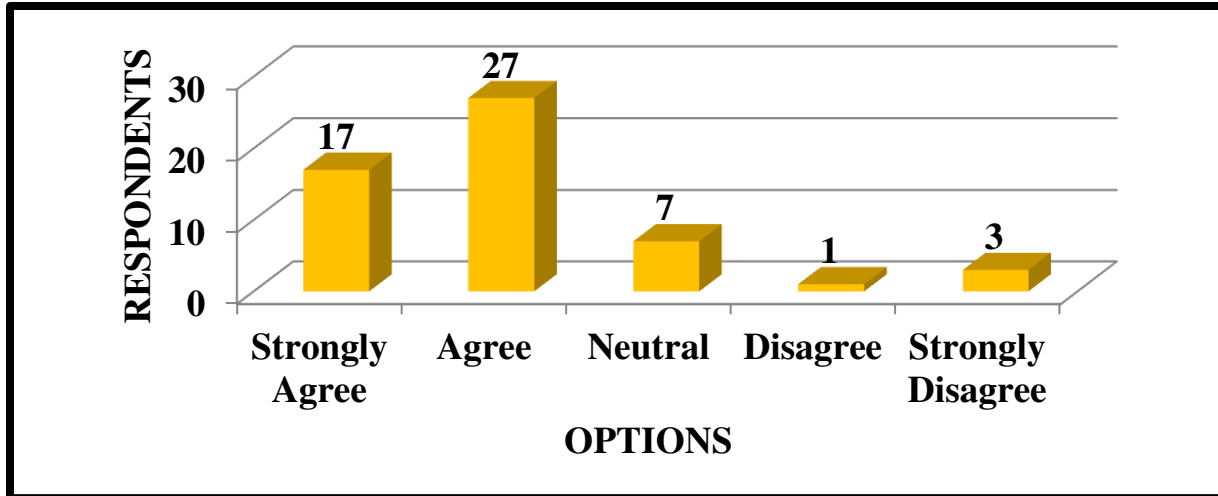


Fig-2 Internet marketing helps in creating awareness about the product or service

Only 1 respondents i.e 1.8% of respondents do not agreed that internet marketing helps in creating awareness about the product or service and 3 respondents i.e 5.5% of respondents strongly disagreed that internet marketing helps in creating awareness about the product or service. From this we can conclude that majority of respondents agreed the statement that internet marketing helps in creating awareness about the product or service.

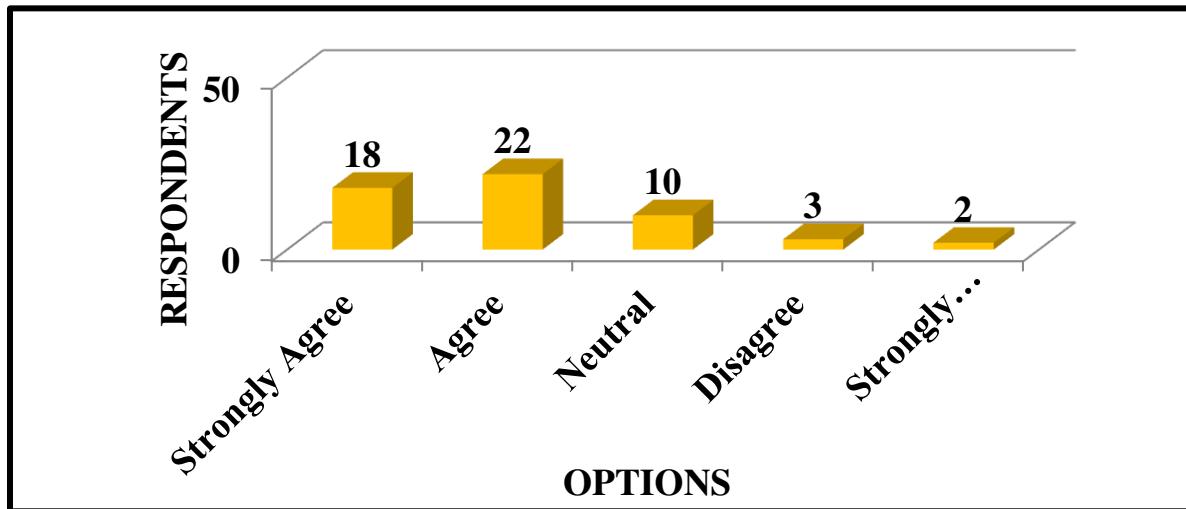


Fig-3 Internet marketing helps in gathering quality information about product or service

Interpretation

The majority of respondents agreed that internet marketing helps in gathering quality information about product or service. With regard to gathering information through internet marketing it is found that 18 respondents i.e 32.7% of respondents strongly agree that internet marketing helps in gathering quality information about product or service. 22 respondents i.e 40% of respondents

agreed that internet marketing helps in gathering quality information about product or service 10 respondents i.e 18.2% of respondents were neutral with regards to the internet marketing helps in gathering quality information about product or service 3 respondents i.e 5.5% of respondents do not agreed that internet marketing helps in gathering quality information about product or service and 2 respondents i.e 2.6% of respondents strongly disagreed that internet marketing helps in gathering quality information about product or service. From this we can conclude that majority of respondents agreed the statement that internet marketing helps in gathering quality information about product or service.

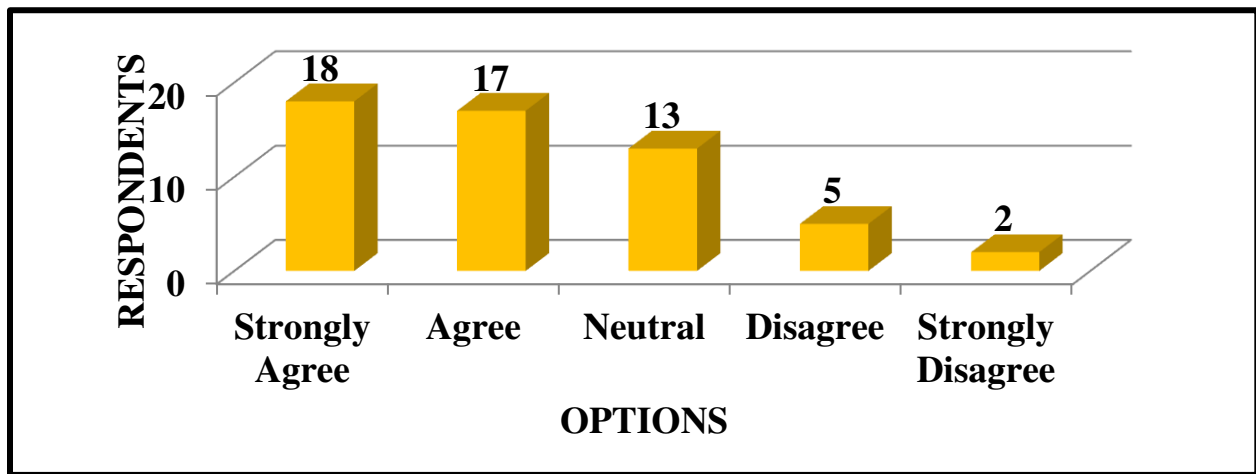


Fig-4 Internet marketing is more comfortable then traditional way of marketing

Interpretation

The majority of respondents agreed that internet marketing is more comfortable then traditional way of marketing. With regard to internet marketing is more comfortable then traditional way of marketing it is found that 18 respondents i.e 32.7% of respondents strongly agree that internet marketing is more comfortable then traditional way of marketing.17 respondents i.e 30.9% of respondents agreed that internet marketing is more comfortable then traditional way of marketing 13 respondents i.e 23.6% of respondents were neutral with regards to the internet marketing is more comfortable then traditional way of marketing 5 respondents i.e 9.1% of respondents do not agreed that internet marketing is more comfortable then traditional way of marketing and 2 respondents i.e 3.6% of respondents strongly disagreed that internet marketing is more comfortable then traditional way of marketing. From this we can conclude that majority of respondents strongly agreed the statement that internet marketing is more comfortable then traditional way of marketing.

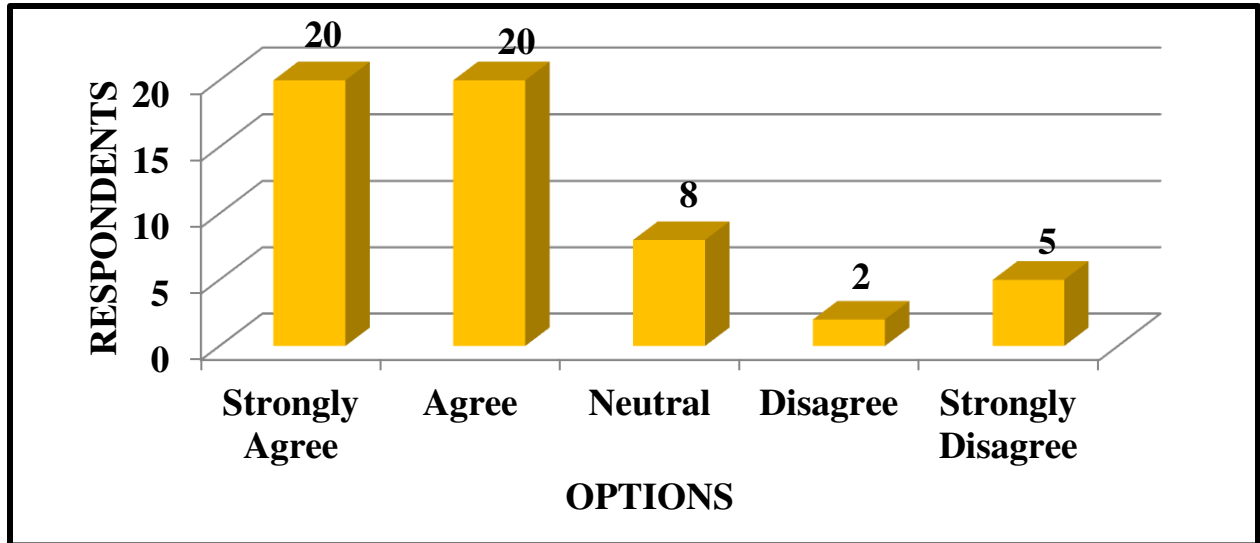


Fig-5 Internet marketing engage us to purchase more product of different brand at same time.

Interpretation

The majority of respondents agreed that internet marketing engage us to purchase more product of different brand at same time. With regard to internet marketing engage us to purchase more product of different brand at same time it is found that 20 respondents i.e 36.4% of respondents strongly agree that internet marketing engage us to purchase more product of different brand at same time. 20 respondents i.e 36.4% of respondents agreed that internet marketing engage us to purchase more product of different brand at same time 8 respondents i.e 14.5% of respondents were neutral with regards to internet marketing engage us to purchase more product of different brand at same time 2 respondents i.e 3.6% of respondents do not agreed that internet marketing engage us to purchase more product of different brand at same time and 5 respondents i.e 9.1% of respondents strongly disagreed that internet marketing engage us to purchase more product of different brand at same time. From this we can conclude that majority of respondents strongly agreed the statement that internet marketing engage us to purchase more product of different brand at same time.

Figure 6 depicts that the majority of respondents agreed that internet marketing help us to conserve time and get better quality product or service in short span of time. With regard to internet marketing help us to conserve time and get better quality product or service in short span of time. it is found that 17 respondents i.e 30.9% of respondents strongly agree that internet marketing help us to conserve time and get better quality product or service in short span of

time.20 respondents i.e 36.4% of respondents agreed that internet marketing help us to conserve time and get better quality product or service in short span of time

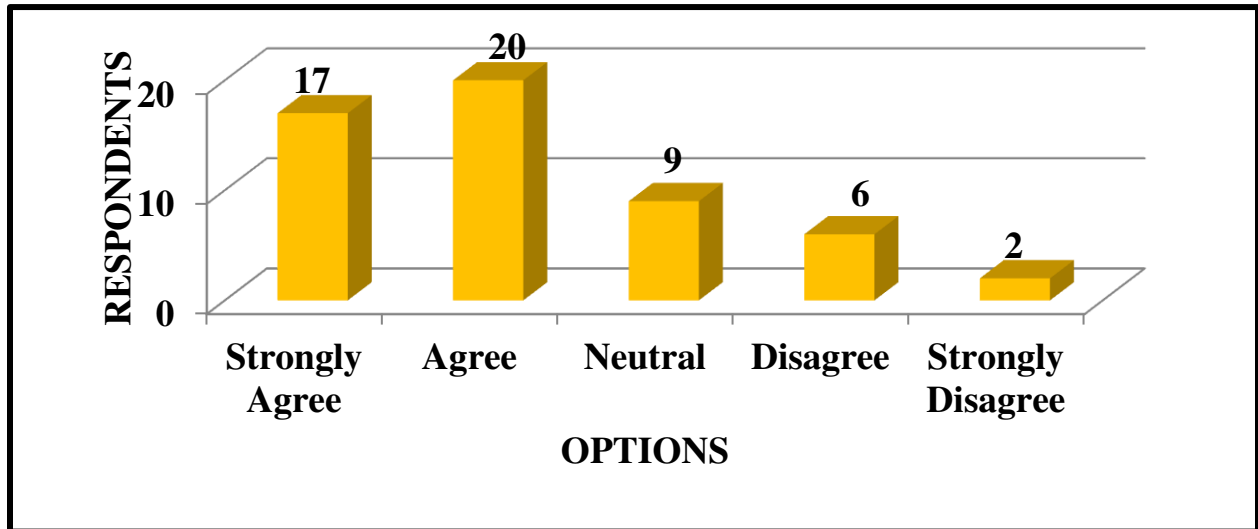


Fig-6 Internet marketing help us to conserve time and get better quality product or service in short span of time

9 respondents i.e 16.4% of respondents were neutral with regards to internet marketing help us to conserve time and get better quality product or service in short span of time 6 respondents i.e 10.9% of respondents do not agreed that internet marketing help us to conserve time and get better quality product or service in short span of time and 3 respondents i.e 5.5% of respondents strongly disagreed that internet marketing help us to conserve time and get better quality product or service in short span of time. From this we can conclude that majority of respondents agreed the statement that internet marketing help.

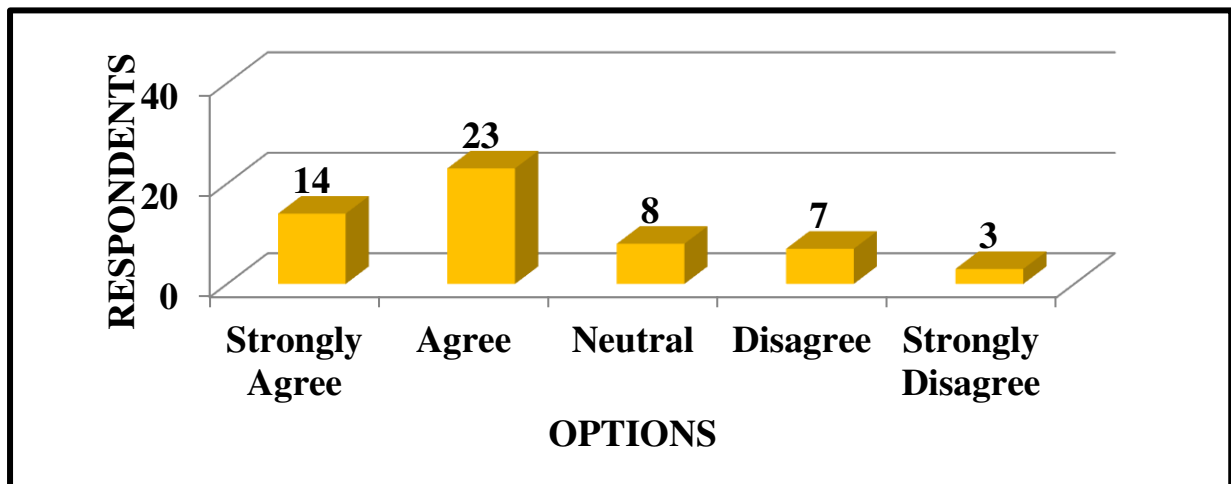


Fig-7 Internet marketing is the platform where marketing can create their own image

Interpretation

The majority of respondents agreed that internet marketing is the platform where marketing can create their own image. With regard to internet marketing is the platform where marketing can create their own image it is found that 14 respondents i.e 25.5% of respondents strongly agree that internet marketing is the platform where marketing can create their own image.23 respondents i.e 41.8% of respondents agreed that internet marketing is the platform where marketing can create their own image 8 respondents i.e 14.5% of respondents were neutral with regards to the internet marketing is the platform where marketing can create their own image 7 respondents i.e 12.7% of respondents do not agreed that internet marketing is the platform where marketing can create their own image and 3 respondents i.e 5.5% of respondents strongly disagreed that internet marketing is the platform where marketing can create their own image. From this we can conclude that majority of respondents agreed the statement that internet marketing is the platform where marketing can create their own image.

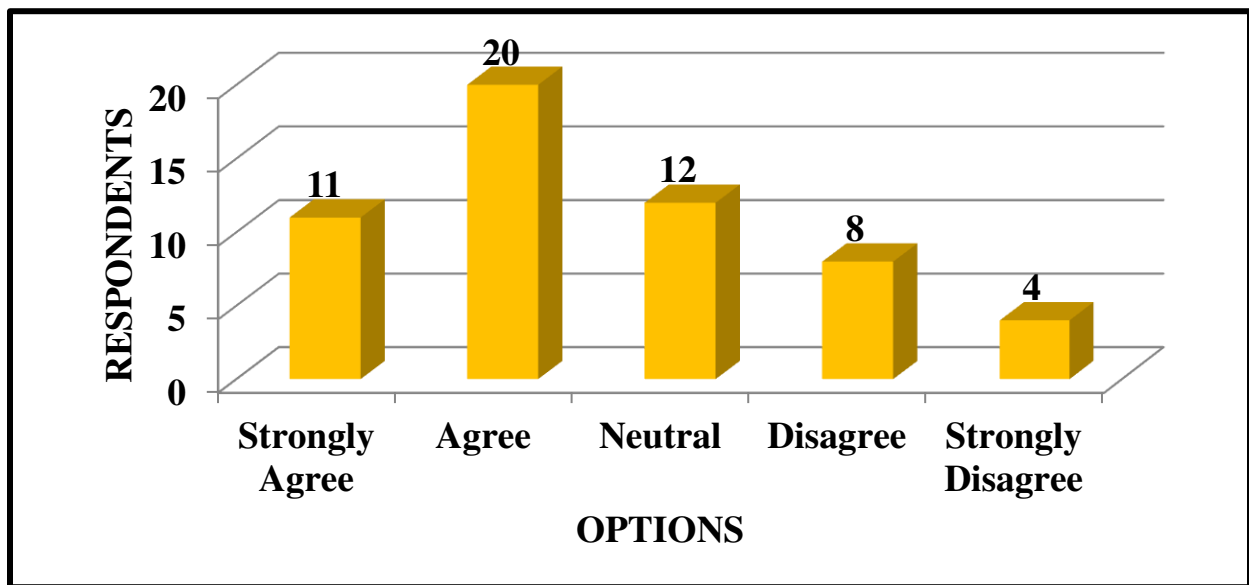


Fig-8 Internet marketing may affect the reputation of the marketers

Interpretation

The majority of respondents agreed that internet marketing may affect the reputation of the marketers. With regard to internet marketing may affect the reputation of the marketers it is found that 11 respondents i.e 20% of respondents strongly agree that internet marketing may affect the reputation of the marketers.20 respondents i.e 36.4% of respondents agreed that internet marketing may affect the reputation of the marketers 12 respondents i.e 21.8% of

respondents were neutral with regards to the internet marketing may affect the reputation of the marketers 8 respondents i.e 14.5% of respondents do not agreed that internet marketing may affect the reputation of the marketers and 4 respondents i.e 7.3% of respondents strongly disagreed that internet marketing may affect the reputation of the marketers. From this we can conclude that majority of respondents agreed the statement that internet marketing may affect the reputation of the marketers.

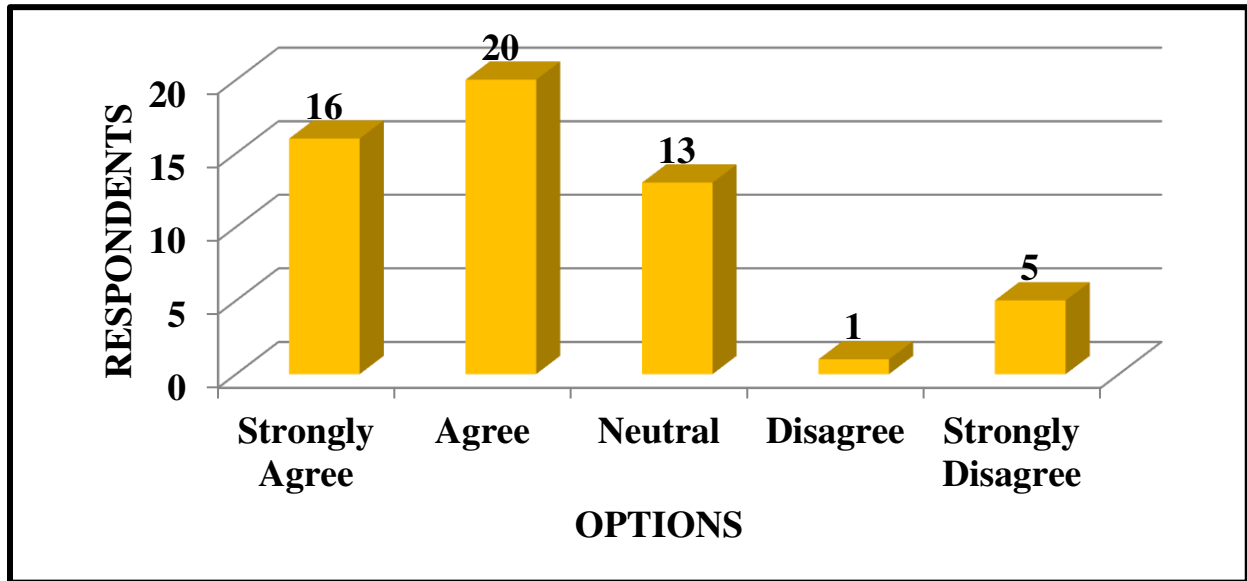


Fig-9 Internet marketing is less expensive then traditional marketing

Interpretation

The majority of respondents agreed that internet marketing is less expensive then traditional marketing. In comparison with internet marketing as less expensive then traditional marketing it is found that 16 respondents i.e 29.1% of respondents strongly agree that internet marketing is less expensive then traditional marketing.20 respondents i.e 36.4% of respondents agreed that internet marketing is less expensive then traditional marketing 13 respondents i.e 23.6% of respondents were neutral with regards to internet marketing is less expensive then traditional marketing 1 respondents i.e 1.8% of respondents do not agreed that internet marketing is less expensive then traditional marketing and 5 respondents i.e 9.1% of respondents strongly disagreed that internet marketing is less expensive then traditional marketing. From this we can conclude that majority of respondents agreed the statement that internet marketing is less expensive than traditional marketing.

FINDINGS

- We live in digital era where everything is available instantly .In these digital era consumer have less face- face interaction with marketers, but are connected to each other through various medium like emails and other marketing platforms which lead us to rely completely on internet.
- Social media is platform were we can collect large number of information. Millennial are active in various groups where they share their views and obtain information about various products, special deals connected to online shopping. This motivates the marketers to inculcate the digital media in their promotional strategy by replacing traditional advertising strategy.
- Millennials are familiar with online shopping approach. They mostly prefer internet marketing platform to purchase any product or service as it enable us to purchase many product or service within short span of time. Millennial consider internet marketing platforms as time saving in comparison with traditional marketing technique.
- Millennial involve in programs towards loyalty. With changing preferences millennial try to manage the offerings provided by a marketers, but if they are satisfied with a marketers offerings they turn out to be loyal to the product. This approach should be adopted by marketers to attract the millennial by offering the best value-added product or service to the customers. This can help the marketers to create their image and build reputation in the market.

CONCLUSION

In today's world to be successful it is important to be presentable which an important element of any online business is. By creating well designed marketing strategy, we can achieve our goal and can be more successful. Firms in today marketing world should have glance on various changing trends in the market and take the advantage of the strategy planned to be successful. The Internet has become a major source of information for consumer as it data as and when required.

The main reason why internet marketing has proved to be of great advantage is because of vast geographical coverage. Due to use of internet on large scale it has provided new challenges also competition concerned with the consumer behavior Use of Internet technologies for marketing

can provide profit to the marketers on large scale. This can be achieved providing various facilities which are beneficial for consumers and the marketers. Online marketer also providing the revenue is growing slowly and is expected to grow on a scale in future. Online marketing allows the consumer to shop online according to their convenience. To attract customer's online marketing, marketers are providing various offers and discounts to the customer.

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