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## CONSUMER ACCEPTANCE FOR ONLINE MARKETING: AN INDIAN PERSPECTIVE

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### ABSTRACT

**E**xtensive use of internet for varied facets and in all walks of life has given a rise in increase in online marketing.

Many companies have spent huge amount to develop their websites to provide their customers with increased functionality in highly integrated marketing stream with a positive hope of adding more and more customers to purchase products and avail varied services online. This huge investment in online marketing and perpetual increase in the interest of customers for accepting online marketing, created an immense need to examine the concept of acceptance for online marketing in the modern scenario of information and communication technology implementation.

The objectives of this conceptual paper are listed as under:

1. To understand the concept of online marketing.
2. To outline the significance for consumer acceptance for online marketing.
3. To describe the benefits of online marketing to the marketers as well as to the consumers/buyers/users.
4. To discuss the drawbacks and shortcomings of online marketing.
5. To suggest measures for effective and efficient online marketing system.

**KEYWORDS:** E-Business, Internet Marketing, Digital Marketing, M Marketing, M Commerce.

### INTRODUCTION :

The marketing guru Philip Kotler had predicted approximately few years back that the middlemen and intermediaries between the manufacturers/ marketers/and the ultimate consumers/buyers/users will be abolished and the flow of goods and services will be directly be flowed between manufacturers end to



consumers hand. This prediction is proved to be true in present market scenario. In the modern days of web world without borders, online marketing is taking a rapid stride and becoming very popular in almost all the countries in the world.

In the Indian circumstances, the present generation of new economy and digital India, online marketing has become an inevitable part of human life. However the popularity of online marketing is less in rural and remote areas due to commuting problems. In the past few years online marketing has been replacing the weekly bazaars, unorganized retailers and to some extent the organized big retail stores. This drastic change in the customers buying patterns is the resultant of customers' likings for convenience, shortage of time, huge discount offered by the online marketers' offers such as by Flipkart, Amazon, Ebay etc.

Earlier it was believed that the Indian customers are very traditional and used to give importance to personal touch, relations with the shopkeeper, vendors, peddlers, hawkers who used to be in regular touch. The acceptance of consumers for online marketing is very high due to the following reasons:

1. 24 X 7 ordering facility.
2. Cash on delivery.
3. Easy cancellation of orders without any losses to the consumers.
4. No advance payment is required.
5. Easy replacement policy.
6. Door delivery at no extra cost.
7. Huge discounts offered by the company.
8. Increasing reliability of online marketing.

One of the major reasons for the high level of consumer acceptance is integration of all relevant aspects of marketing such as :

1. Product size, quality, style, model, shape and other attributes.
2. Affordable and economic prices having heavy discounts.
3. Home delivery at no extra cost, i.e. direct channel.
4. Online advertising with complete details, information and referral of trusted consumer.
5. Feedback and estimation of consumer satisfaction of online marketing companies with replacement or return policies.

The acceptance of consumer for online marketing is increasing day-by-day due to trust on internet or web services and information technologies' pivotal role in adoption process of digital purchases.

Another reason for high level of acceptance is due to availability of newly launched products and services.

The trend of increasing online acceptance is because of ease to use of internet, mobile, websites, etc.

Old age people, housewives, children, illiterates, ill people and those who are having difficulty in moving out of home for purchasing.

Online marketing is reducing cost of purchasing incurred in fuel, petrol or taxi charges etc.

Convenience is the greatest advantage as all the family members are working and cannot spare time to go to shops or malls for purchases.

Global access of the customers towards any company or products is contributing in enhancing the customer acceptance of online marketing.

### Benefits

Online marketing has got several benefits to the customers who are adding to the increase to their acceptance. Some of the benefits are listed as under:

1. Cost effective - It saves the consumer time and money in buying and ordering for the goods and services.
2. Easy access – A consumer can book his products in a hassle free environment. The consumer has ample of choice with varied variety.
3. Minimum delivery time - Many consumers are now- a -days prefer online shopping to save their time and to get their requirements at economical price.

4. Today we are sharing an awesome trick to buy products on Flipkart, Amazon and eBay etc without delivery charges.

5. Competitive advantage – Under this conditions it that allows a company or country to produce goods/service at a lower price or in a more desirable fashion for customers.

These conditions allow the productive entity to generate more sales or superior margins than its competition.

Competitive advantages are attributed to a variety of factors, including cost structure, brand, quality of product offerings, distribution network, property and customer support.

6. Cash on delivery - In order to meet the requirement of bulk customers for collection of amount for costlier goods, Cash on Delivery facility is available which provides collection of amount at the time of delivery of consignments.

7. No transportation cost- The market of fuel industries battles from increasing and decreasing its cost every now and then, but no matter how much the cost of fuel are, it does not affect our shopping errands. One of the advantages of shopping online is that there is no need for vehicles, so no purchase of fuel is necessary.

8. Avoid demurrage - Penalty assessed against a consignor, consignee, or other such party responsible for delay in loading or unloading of a shipping vessel or for undue detention (Usually over 48 hours).Moreover. transportation of equipments is carefully handled

9. Choice at one click - When you place your first order and enter a payment method and shipping address, 1-Click ordering is automatically enabled. When you click Buy now with 1-Click on any product page, your order will be automatically charged to the payment method and shipped to the address associated with your 1-Click settings.

#### **Drawbacks and Shortcomings:-**

1. Remote areas have got less assess.
2. Rigid payment terms
3. Sometimes the description of the product is different from the actual products.
4. Lack of net banking in rural areas
5. Lack of Tangibility i.e. Consumer do not have a facility to try it out before buying

#### **Suggestive measures for enhancing acceptance of customers in online marketing**

1. Banking Sector Network should be improved in the rural and the remote areas, so that the rural buyers can assess to online purchasing.
2. UPI (Universal Payment Interface) system should be strengthened for the acceptance of the payment.
3. Proficiency in using computers and internet literacy should be increase in the rural areas so that the rural population have the easy access to this facility
4. Online marketing should also provide demonstration and trying out facility to the online buyers so that they can get confidence and they can place orders.
5. Instead of full payment facility during delivery, equitable monthly installment or deferred payment facilities should be provided to the needy customers.

#### **CONCLUDING STATEMENT**

In nut shell, it can be concluded that online marketing is a combination of powerful tools and procedures used for promoting products and services through the internet.

It also includes very wide range of varied marketing elements which are not available in traditional marketing system, due to different channels and marketing mechanism.

Online marketing has got a very high potential for growth at a very less expenses, effective and immediate communication system, full control, improved customer services and competitive advantages.

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