ONLINE MARKETING IN INDIA

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ABSTRACT
Online Marketing and e-commerce has seen a rapid growth in Indian market and poses great opportunities. The changing nature of consumer behaviour fuelled with increased disposable income and online literacy has resulted in rapid growth of e-commerce in India. The opportunities are endless and to tap them, a list of companies have already started e-commerce wars. Ultimately, it is the final consumer who will be benefited.

KEYWORDS
Online Marketing, E-Commerce, Growth of E-Commerce in India.


INTRODUCTION
Internet Marketing or Online Marketing refers to advertising and selling products through a virtual market place, i.e. web. Internet marketing and online advertising efforts are typically used in conjunction with traditional types of advertising like radio, television, newspapers and magazines.

Internet Marketing efforts are also subcategorised into following parts
Web Marketing
Includes marketing activities through interactive websites, web portals, online advertising on search engines and organic searches through various search engines.

Email Marketing
Includes advertising and promotional efforts through emails to current and prospective customers.

Social Media Marketing
Includes advertising and marketing through social networking sites like Facebook, Twitter, YouTube, etc.

Online Marketing in India
Before talking about the online marketing prospects in India, we should see some interesting facts about Indian market:
- India has 1.25 billion people.
- With $1.7 trillion GDP, India is the 9th largest economy in the world (4th largest in terms of purchasing power parity).
- The country has 900 million mobile accounts, with 600 million unique mobile subscribers.
- It has more than 30 million PCs.
- Average revenue per user is $3.
- It has more than 462 million Internet users at present in 2016, where as it was 354 million in 2015.
- There are more than 50 million mobile data subscribers of which 5 million access Internet only on the phone.
- In 2010/2011 e-commerce emerged as a $7 billion market, by the end of 2016 the e-commerce market is expected to be $40 billion.
- The country has 15 million 3G mobile subscribers.
- There are more than 82 million Facebook users.
- It has more than 23 million unique users on YouTube.
- Average time an Indian net user spends on social media is 3 hours a day.
- 70% of Indian internet users watch online videos.

India has an internet user base of about 250.2 million as of June 2014. The penetration of e-commerce is low compared to markets like the United States and the United Kingdom, but is growing at a much faster rate with a large number of new entrants. The potential of Indian Online Market is very high and it has already started showing its power.

Unique to India (and potentially to other developing countries), cash on delivery is a preferred payment method. India has a vibrant cash economy as a result of which 80% of Indian e-commerce tends to be Cash on Delivery. However, COD may harm e-commerce business in India in the long run and there is a need to make a shift towards online payment mechanisms. Similarly, direct imports constitute a large component of online sales. Demand for international consumer products is growing much faster than in-country supply from authorised distributors and e-commerce offerings.

CONCLUSION
In the few recent weeks, one cannot help but stumble upon some substantial investments and deals surfacing in the e-commerce industry. Be it Flipkart, Snapdeal, Amazon- the biggies of the e-commerce space, their strategies are intensifying to appeal the masses. With the internet users in India growing by the minute, it is not really such a bad idea to invest in India. India is the hotspot for e-commerce right now in the Asia Pacific region. As much as we already know about the e-commerce wars, the competition to get the consumer’s attention for just 10 minutes, is a race all the e-tailors are competing in right now. It is expected that Indian e-commerce market will reach Rs.211 lakh Crore, i.e. an 80% increase from Rs.125 lakh crore of the last year.

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