ROLE AND IMPORTANCE OF ONLINE MARKETING FOCUS IN CUSTOMER RELATIONSHIP MANAGEMENT

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ABSTRACT

In present competitive era, internet is a main source of promoting the business. There has been a fast growth in the number of internet users since few years. Internet is a beneficial source to promote the business products and services. It has also build trust in the mind of customers, which will leads to good brands building activities online marketing deals with the objectives of maximum customer satisfaction online marketing is advertising the products, goods and services of a business over internet. With the rise of www- the World Wide Web, internet –based e-commerce has established and these surrounding give people to succeed in getting and providing more information about product and services. Internet websites give an opportunity to go looking data regarding product services, clients and customers thus for electronic business activities it is very essential to know understand and analyze the behaviour of online customers researching good quality and variety of products and services for their customers through social online marketing.
Key Words : - Internet, business, Customer, promoting, Entrepreneurs Organization, E-commerce

INTRODUCTION
Meaning and concept of online marketing
With the emergence of new millennium internet modify the uses of web based technology which has enlarged and gives place to businesses to get exposures for their brands and products. The transaction of the business activities from the time of industrial revolution into the age of online-marketing took a great place, therefore it is a prime significance of internet and presence of social websites which are helpful for e-commerce industries and businesses to providing their business information to the end users. Person to person communication is achievable in online shopping websites. An encouraging word about products and services leads companies to brand awareness, generates interest to buy products, improves sales and increases market share.Thus it is important to provide ourselves with the current movement in online-marketing which may be most suited for our country. Whatever it is, it will try to touch upon some of the major concerns that need to be assessed for the study of online marketing in managing customer focus in relationship marketing.

Internet enabled businesses have created an extra-competitive environment. This in turn makes the behavioral preferences and preferences of web shoppers more important. Nowadays, internet is part and parcel of our daily life. It has many benefits. People can now communicate, learn, entertain, educate and get products and services. The Internet has some disadvantages such as the threat of viruses, theft of personal data and the risk of spamming. It has been observed that the advantages or disadvantages outweigh the disadvantages. People have shown interest in it since the beginning of the Internet. These days more than 2 billion people are connected to the Internet. This diversity shows that 30% of the planet's population uses the Internet. The Internet is used for many different tasks.

The Internet brings an entirely different dimension to businesses. This has created a replacement marketplace for each of the customers and businesses. Thus it has become an additional market for the general market. Internet websites give the opportunity to view, comment on or order data regarding products/services. Therefore, past sales experiences have become a separate phase.

Currently, organizations are looking to offer different payment methods, shipping options and even different net interfaces for different geographies. Business oriented activities are related to sales. This sale is completed only after the acquisition of a third party called a 'customer'. Thus for electronic business activities, it is very necessary to understand and analyze the behavior of online customers. In the present time, clients and customers are becoming more aware and active with internet shopping. It may be that modern technologies keep them busy in their modern lives.

In today's time people have long working hours, time to browse products from the comfort of one's home, there are a lot of options on sites, such as clothes, mobiles, home appliances, electronic gadgets, There are many reasons like shopping for shoes, hand bags. , cosmetics etc., social and online business networking site helps businesses to do business networking, research good quality and variety of products and services for their customers through social online marketing.

RELATIONSHIP MARKETING
Relationship marketing was considered as a branch of marketing which build from target marketing campaigns which emphasize on customer retention and to their

satisfaction, rather than emphasize on simple sales transaction.

ONLINE MARKETING

Online marketing deals with the objective of maximum benefit and expand their business with maximum customer satisfaction. Except this, companies can approach directly to their target audience mainly internet users to remain in continue touch with them to understand their tastes, preferences for products and to upgrade their customer services etc.

THE CUSTOMER MANAGEMENT

CRM is the way of treating or dealing with customers and developing relationship. It involves the combination of marketing, sales, customer service and supply chain functions of the organization to complete better productivities and helpfulness while delivering value to the customers. CRM is the process that is used from the application of data to the sales process. It is designed to build long-term relationships and build loyalty with customers backed by a personal touch and technology. It is not related to marketing and sales. This is to build relationships with customers continuously through various touch points, whether online or offline. It starts from the stage of customer acquisition, customer interaction and customer loyalty.

OBJECTIVES AND SCOPE OF THE STUDY

Objectives

The study was designed to realize the following objectives

- To find out the uses of the Internet for marketing purposes in order to provide an understanding of the full potential of the Internet for marketers.
- To establish company brand and business in social media

Hypothesis

In the light of the above objectives, the following hypotheses may be formed:

Null Hypotheses (Ho):

- Online marketing is not creating awareness in their customer about the company's services and product.
- Online marketing is not attracting the customer's attention.

Alternate Hypothesis (HI):

- Online marketing is creating awareness in their customer about the company's services and product.
- Online marketing is attracting the customer's attention.

DEFINITIONS OF THE TERM USED

INTERNET –The internet is a vast network that connects computers all over the world

BUSINESS - buying and selling as way of earning money

CUSTOMERS, a per-son who buys goods or services in a shop etc

PROMOTING ,-To encourage something

ENTREPRENEURS ORGANIZATION- Structures that promote the emergence and development of ideas from all members of the firm.

E-COMMERCE - the business of buying and selling things over the internet

POPULATION OF THE STUDY

A population is the totality of an object under consideration the population for the purpose of this study has been defined an attempt is made to analyze the field data in relation to online marketing in managing customer relationship impact on Meerut district.

SAMPLE TECHNIQUE

The observation in this research paper basically based on field survey conducted on (200 samples 100 male and 100 female)

TOOL USED

The research used self made questionnaire. It is having more than 70 questions. These questions are based to judge on the performance of online marketing of Meerut district of Utter Pradesh.

NEED AND IMPORTANCE OF THE STUDY

This chapter focuses on the impact of on-line marketing on the elements of marketing-mix (the four P's of marketing) and the business performance of the respondent-companies. The effect of on-line marketing on the length of the distribution channel has also been ascertained. The performance of the respondent-companies after their adoption of on-line marketing has been evaluated on various parameters, viz., sales revenue, cost of sales, market share, customer satisfaction, and organizational image. Further, the influence of this new mode of marketing on the satisfaction levels of customers, intermediaries and suppliers of the respondent-companies.

The chapter deals with six aspects, namely,

- The mode of presence of the respondent-companies on the Internet,
- The intensity of usage of their websites,
- The revenue models adopted by these respondent-companies on the Internet,
- The motivational factors to go on-line,
- the barriers that the respondents faced while implementing on-line marketing
- The critically of on-line marketing for marketing strategy.

STATISTICAL ANALYSIS

The following statistical techniques will be used for analysis of data

- Classification
- Tabulation
- Chi-square test

CONCLUSION AND IMPLICATIONS

Table No. 1

Online marketing creating awareness in their customers about the Company's services and product

Response	Male		Female		Total Respondents	% of Total Respondents
	No.	%	No	%		
Strongly Agree	26	13	27	13.5	53	26.5
Agree	29	14.5	28	14	57	28.5
Neither Agree Nor Disagree	14	7	18	9	32	16
Disagree	18	9	13	6.5	31	15.5
Strongly Disagree	13	6.5	14	7	27	13.5
Total	100	50	100	50	200	100

Sources:-Field Survey

The above table shows analysis of online marketing creating awareness in their customers about the company's service and product. Here with the help of chi-square test researcher tested the hypothesis
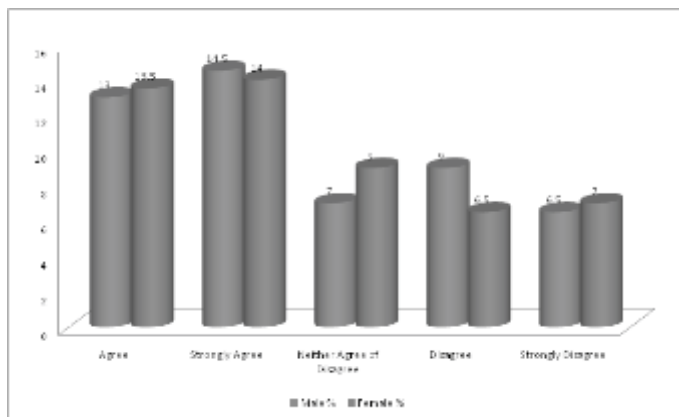
Calculation of chi-square values

D. F.	At 5% and 1% Level of Significance Table Value	$\chi2$
0 4	9.488,13.277	19.30

It is found that, the calculated value of chi-square ($\chi2$) is 19.30, whereas for 4 degree of freedom at 5% level of significance the table value is 9.488 and 13.277 since, the calculated value of $\chi2$ is more than the table value.

Hence, the null hypothesis is rejected and alternative hypothesis is being accepted.

Null hypothesis - online marketing is not creating awareness in their customers about the company's services and product is rejected.

Alternative hypothesis 1 - online marketing is creating awareness in their customers about the company's services and product is accepted.

Table No. 2

Online marketing is attracting the customer's attention

Response	Male		Female		Total Respondents	% of Total Respondents
	No.	%	No	%		
Strongly Agree	35	17.5	25	12.5	60	30
Agree	24	12	30	15	54	27
Neither Agree Nor Disagree	16	8	20	10	36	18
Disagree	14	7	10	5	24	12
Strongly Disagree	11	5.5	15	7.5	26	13
Total	100	50	100	50	200	100

Sources:-Field Survey

The above table shows analysis of online marketing is attracting the customer's attention with the help of chi-square test researcher tested the hypothesis
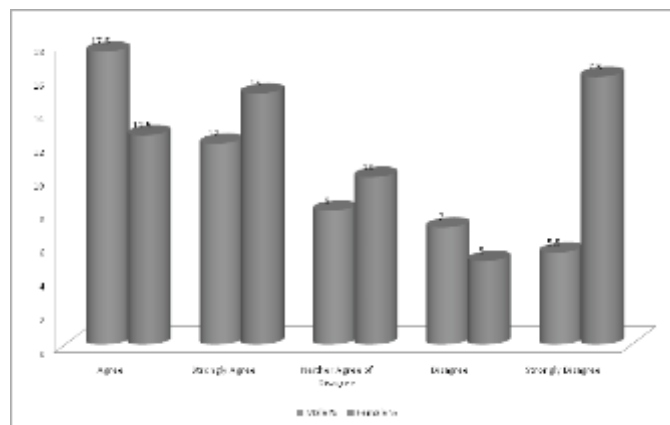
Calculation of chi-square values

D. F.	At 5% and 1% Level of Significance Table Value	$\chi2$
0 4	9.488, 13.277	26.60

It is found that, the calculated value of chi-square ($\chi2$) is 26.60, whereas for 4 degree of freedom at 5% and 1% level of significance the table value is 9.488 and 13.277 since, the calculated value of $\chi2$ is more than the table value.

Hence, the null hypothesis is rejected and alternative hypothesis is being accepted.

Null Hypothesis - online marketing is not a attracting the customer's attention is rejected

Null Hypothesis-online marketing is not attracting the customer's attention. Alternative Hypothesis 2- online marketing is attracting the customer's attention is accepted.

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