

ONLINE MARKING – A RECENT DEVELOPMENT OF MARKETING: AN ANALYSIS

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ABSTRACT

Nowadays globalization and computerization brought many remarkable changes in every sphere of the economy and as a result it brought many developments in the trends of marketing also. Globalization erased the cross boundaries and widened marketing operations through worldwide and internet & networking enabled the countries to participate in online marketing. It is a new media of business bringing about a paradigm shift in underlying economics of business. Internet/ Online marketing offer new opportunities for developing new international markets without the existence of representative or sales offices and agents. It is as fastest growing form of direct marketing. India's purchasing power has improved discernibly over the last ten years or so, as a developing country, having the best opportunities to increase the global share of the online marketing. In India at present the online marketing growth rate is drastically increased due to various reasons such as COD, Shipping Free, Replacement of products in case of manufacturing defects, and product return policies etc., On the above backdrop, an attempt is made to study the various aspects of Online marketing, its' trends, advantages and so on.

KEY WORDS: Internet, Online Marketing, Global Economy, GDP, Cyber Marketing and E-commerce.

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