

## ONLINE MARKETING - IMPACT, PROS & CONS

Online marketing provides distributes information about the business faster, anywhere, and anytime. You need to take wise steps to market your products and services for –

- Attracting and retaining the viewer's attention.
- Convincing them to take beneficial action after viewing your website.
- Building trust in viewers by providing quality products/service.

### OLM Impact

Online business has grown immensely. There are millions of website on internet trying to reach prospective customers. Internet has reached every corner of the world. Nearly 80% of world population seek Internet for information. The market reach has expanded. Number of e-commerce websites have risen in a short span. Online shopping has become a trend. With online marketing, both business and buyers are getting benefitted.

The impact can be judged by rising numbers of tools and technologies to provide assistance to customers and measure the results. Billion dollars are spend on advertising on Internet. It shows the clear picture of effect of internet marketing on business. The impact of business promotion is overt as millions of marketers are making huge profits.

### Pros of Online Marketing

Online marketing delivers better results and revenues than the traditional marketing channels. Wider reach to the customers. The online business is not confined to the limitations of physical place. You can sell the products in any part of the country without actually opening outlets.

- Immediate quantifiable results. Online marketing delivers quantifiable results immediately. You can measure every action from clicks, visits, sign-ups, and purchases.
- Less business overheads. As the business is online, there are less overheads to deal with as compared to investing in offline stores.
- Ability to track customer's preferences. You can keep a track of the customer's past purchases and preferences. This is very helpful to personalize the offers for the customer.
- Customer Relationship. It helps in building strong relationship with customers in real time. You can maintain on-going relationship with customers by sending follow-up emails about offers, new products and services.
- Customers' Convenience. You can run online business round the clock without having to worry about work timings. On the other hand, the customers also can buy the products of their choice at any time throughout a day, without having to physically visit the shops.

## Cons of Online Marketing

In spite of so many benefits, online marketing carries negative aspects too.

- Internet Fraud. You may experience unethical and fraudulent practices in internet marketing. Fake trademarks and logos can be used unchecked. This may defame your reputation.
- Ads Placement. It may clutter on a web page and this may turn the customer down.
- Requires Special Expertise. Along with the fundamental marketing, it needs understanding of search engine technology, advertising techniques, content creation, and logics to master the internet marketing.
- Inaccessible. It may not be available for rural areas. Also, elderly and illiterates rarely relish the benefits of shopping online.
- Negative feedbacks about Products. They can turn your business down drastically.

The world of online marketing continues to evolve as advertisers, publishers, and technology vendors find innovative ways to handle online advertising in a way that is beneficial to viewers, advertisers, vendors, and publishers.

Source : [https://www.tutorialspoint.com/online\\_marketing/impact\\_pros\\_and\\_cons.htm](https://www.tutorialspoint.com/online_marketing/impact_pros_and_cons.htm)

## **BRANDING OF KURKURE IN INDIA**

Images and ideas that represent customer experience is a brand. These images or ideas usually consist of name, logo, slogan, color combination..etc. Using the influence of advertising, design and media is used to create brand recognition which accumulates experiences of consumers with a specific product is called branding.

According to American Marketing Association: “A brand often includes an explicit logo, fonts, color schemes, symbols, sound which may be developed to represent implicit values, ideas, and even personality.”

### **Branding of Kurkure**

Kurkure is advertised as modern day namkeen snack brand which stands for light-hearted fun. It is also promoted as a brand that is in sync with the spirit of India.

Over time, Kurkure has moved from being a snack with a twist to becoming a part of India’s snack time and a personification of appealing human ‘imperfections’ or ‘tedhapan’.

Kurkure as a brand symbolizes quirkiness. The brand name emphasises on the crunchy factor of the product.

The colors used for packaging and advertising of the product are bright and lively (orange, yellow, green), further focusing on fun aspect of the product.

The fonts and taglines too are in sync with the branding strategy.

### **Pricing**

Price is one of the important element of marketing and also the determinant in a buyers choice. In this changing economic and advanced technological environment the buyers can get a quick comparison of the price of the product which they choose to with the competitor products so for a company setting up a price has become more challenging.

There are six steps which a company follows while pricing a product:

1. **Selecting Pricing objective:** The main objectives in this step are survival, maximum current profit, maximize market share, maximum market skimming and product quality leadership. There are other objectives which non profit and public organizations follow.
2. **Determining Demand:** In this step the company studies how change in price affects buying behaviour. The company conducts price experiments online, surveys and analyse them. The demand curve for Kurkure Masala Much is inelastic

3. **Estimating Costs:** The company calculates the fixed costs and variable costs. The company then determine an average cost assuming the production of some quantity.
4. **Analyzing Competitors' Costs, Prices and Offers:** The company considers the competitors' price, costs and offers and set the pricing based on it. For example if a competitor provides more additional features then the company have to reduce the price of their product. Kurkure Masala Much is second when compared to the competitors. The first being Lays which is from the same company PepsiCo.
5. **Selecting a Pricing Method:** Before selecting a price the company have three major considerations: Cost, Competitor prices and Customers' assessment. Companies select a method or combination of two or more of these considerations. Markup pricing, Target-return pricing, Perceived value pricing, Value pricing, going rate pricing and auction type pricing are the 6 price setting methods which a company follows. The method followed by Kurkure Masala Much is the perceived value pricing.
6. **Selecting the final price:** After following all the previous steps the company also considers other factors including the impact of other marketing activities, company pricing policies, gain and risk sharing pricing, and the impact of price on other parties.

### **Pricing Mix**

According to Kotler in his Marketing Management 14<sup>th</sup> edition book, the firms searches for set of prices which helps the company to maximise profit. While setting up the process the company should keep in mind about the demand of the product, cost interrelationships and also the different degrees of competition. There are six different situations calling for product mix pricing:

#### **1. Product Line Pricing**

Different price steps for different product lines rather than sticking to just one single product.

#### **2. Optional Feature Pricing**

Offering additional features or products or services in addition to their main product.

#### **3. Captive Product Pricing**

Setting up captive products that work with the main product.

#### **4. Two Part Pricing**

Companies offer a fixed fee for a product and in addition to that a different usage fee.

#### **5. By Product Pricing**

Certain products results in by products that have different prices based on their value. The income earned from the by products helps the company to make adjustments on prices on the actual product.

#### **6. Product Bundling Pricing**

Product sold as a bundle. Sellers offer separate bundles and features when sold as a bundle

**Pricing for Kurkure Masala Munch:**

Kurkure Masala Munch was available in different sizes with different prices. Most common price ranges available in market are ₹5, ₹10 and ₹20. In many urban areas a ₹30 pack was launched and to attract the rural areas a small ₹3 pack was also made available

**Product Mix**

According to Kotler in his book Marketing Management (14<sup>th</sup> edition), he stated that Product Mix is the set of all products and items a particular seller offers for sale. It includes all product lines and categories. A company's product mix has certain width, length and depth.

Considering the product Kurkure. Kurkure is from a company called PepsiCo.

**Product Width :**

It refers to the number of product lines a company has to offer. PepsiCo has products which come under Food and also in Beverages. Kurkure comes under food along side with Lays, Quaker oats, Uncle Chips, Cheetos. Beverages include Pepsi, 7up, Aquafina, Mountain Dew, Mirinda, Tropicana.

**Product Depth:**

It refers to the total number of items in a product mix. Other than the products mentioned above , PepsiCos Food line include 7 items in total and Beverages line include 10 brands in total.

**Product Length:**

It refers to the different variations of the product. Kurkure as different flavours which include Masala Munch, Naughty Tomato, Chilli Chatka, Green Chutney Rajastani Style, Hyderabad Hungama. Other flavours are Deewana Tamatar, Dildaar Masala, Flirty Lim which comes under Kurkure Desi Beats. Masala Twists, Nimbu Masala Style which comes under Kurkure Solid Masti. Mad Masala, Yummy Cheese under Kurkure Puffcorn and finally Mad Masala, Funky Tomato under Kurkure Monster Paws.

**Marketing Mix Elements**

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Source : <https://kurkureproductdiary.tumblr.com/>