



“CONSUMER PREFERENCE FOR ONLINE MARKETING IN MADURAI”

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ABSTRACT:

The internet and world wide website have been the most exciting development in the field of information and communication technology in the recent years. Internet and web technologies have fundamentally changed the way of business interacted, transacted and communicated with consumers. Commerce via the internet/ e-commerce, consumers has been experiencing rapid growth for the last few decades. It is well known to most of the internet researches that, the volume of online business-to-consumer (B2C) transactions are increasing annually at a rapid pace. It has become a dynamic virtual medium for selling and buying the goods and services. Consumers use the internet for different purposes like searching the product features, price, reviews, selecting the products through online, placing order and making payment.

KEYWORDS:

CONSUMERS, E-MARKETING, ONLINE, WEBSITE, E-TAILER, INTERNET, TECHNOLOGY.

INTRODUCTION

A few decades back, when online shopping was in its nascent stage, there were very limited sales as well as purchases through online shopping arena. This was due to many reasons such as lack of internet, friendly population, less users of computers, and internet connection in India, less percentage of credit and debit card holders, as well as unwillingness of consumers to use their credit card on internet due to being scammed. But with the passage of time, this scenario have improved tremendously as consumers have started gaining confidence about purchasing product through online and it has become an integral part of day today life nowadays. In India with abundance and diversity of information were easily found and conveniently shared, facilities of internet usage have grown exponentially by reshaping the consumers. Therefore, the consumers like to do shopping in online is well growing now days. This will make a study of the factors that influence them to do so online. The factors need to be identified and taken into account by online marketers in order to satisfy the consumers demand and compete in the online market. This study identified the online consumers in selected online marketing website users.

OBJECTIVES OF THE STUDY:

1. To measure the factors influencing the consumer's preference for online marketing
2. To analyze the satisfaction towards online marketing
3. To exhibit the profile of the customers and their online marketing.

REVIEW OF LITERATURE:

PROF. ASHISH BHATT (2014) in his article entitled “consumer attitude towards online shopping in selected regions of Gujarat” published in journal of marketing management stated that online shopping is very popular among all type of age group, e-marketing will cover a worldwide. As per research mode of payment is depended upon income of the consumers. People of different age group are doing online shopping regularly. The attitude of consumers is always change time to time. Consumers are finding online shopping very easy because of many of the consumers prefer cash on delivery, customization or personalization of the websites, home delivery etc.

UPASANA KANCHAN, NAVEEN KUMAR AND ABHISHEK GUPTA (2015) in their article “A study of online purchase behavior of customers in India” published in ICTACT journal on management studies stated that online shopping is popularly among people of young generation. Higher income of consumers and educated people are purchasing more via e-retailing websites. People only have hesitation during purchase in online shopping due to security concerns. At the same time people also change because of technological complexity in making online purchase. Companies involved in online retailing will focus on building trustworthy relationship between producers and customers.

PROF. PRITAM P.KOTHARI AND PROF. SHIVGANGA S.MAINDARGI (2016) in their article “A study on consumer attitude towards online shopping in India and its impact: with special reference to solapur city’ published in IJARIT journal on ideas and technology stated that

usage of online shopping by consumers is increased, but still customers are always give first preference to manual shopping of purchase. Most of the consumers have used online shopping and willing to continue but very few of them have done online shopping earlier and not showing willingness to continue.

MATERIAL AND METHODS:

METHOD OF THE STUDY:

The researcher was adopted the survey method to study the factors influencing and satisfaction towards online marketing in Madurai. The researcher has used simple random sampling technique for collecting data

SAMPLE:

In this study sample size calculated for study was 40consumers. First hand and primary information was collected with help of well structured questionnaire along with personal interview. Secondary data was collected from published magazine, journal, and websites.

SAMPLING TECHNIQUES:

The researcher has used a structured questionnaire was prepared for the purpose of collecting the primary data. A part from variables like gender, age, and overall customer preference were collected and percentage method used for this study.

DATA ANALYSIS AND INTERPRETATION:

1. TABLE SHOWING RESPONDENT'S USING ONLINE MARKETING REGARDING EDUCATIONAL QUALIFICATION ANALYSIS:

Online user's Educational qualification.		
Particular	Frequency	Percentage
professional	24	60%
UG	10	25%
PG	4	10%
School level	2	5%
Grand total	40	100%

INTERPRETATION: TABLE 1

From the above table it is clear that most of the respondents (60%) are professional.25% of respondents is UG. 10% of respondents belongs PG. 5% of respondents is school level.

2. TABLE SHOWING RESPONDENT'S USAGE OF ONLINE PURCHASE:

usage of online purchase		
Particular	Frequency	Percentage
Less than 1 year	22	55%
1-4 year	11	28%
4-6 year	4	10%

6+ year	3	7%
Grand total	40	100%

INTERPRETATION: TABLE 2

From the above data it is clear that majority 55% of respondents are using online purchase for less than one year; 28% of respondents using online shopping for one to four years, 10% of respondents using online for four to six years, 7% of respondents purchase in online for more than six years.

3. TABLE SHOWING FACTORS INFLUENCING CONSUMER ONLINE PURCHASING BY RESPONDENTS:

Pre purchase decision		
Particular	No of respondents	Rank
Availability	35	2
User friendly web	28	5
Price	38	1
Wide range of option	30	4
Choice of payment method	32	3

INTERPRETATION: TABLE 3

From the above data it is clear that respondents ranked following reasons for pre purchase decision for online marketing 1 price followed by 2 for availability, 3 for choice of payment method, 4 for wide range of option and last 5 for user friendly website.

4. TABLE SHOWING CONSUMER SPENDING TIME FOR ONLINE MARKETING:

Time spend for online purchase		
Particular	Frequency	Percentage
Less than one hr	28	70%
1-2 hr	10	25%
2-3hr	2	5%
Grand total	40	100%

INTERPRETATION: TABLE 4

From the data it is observed that 70% of respondents spending time less than one hour, 25% of respondents spent 1-2 hours and 5% of respondent spent 3-4 hours.

5. TABLE SHOWING AMOUNT SPENT FOR ONLINE PURCHASE FOR PAST ONE YEAR.

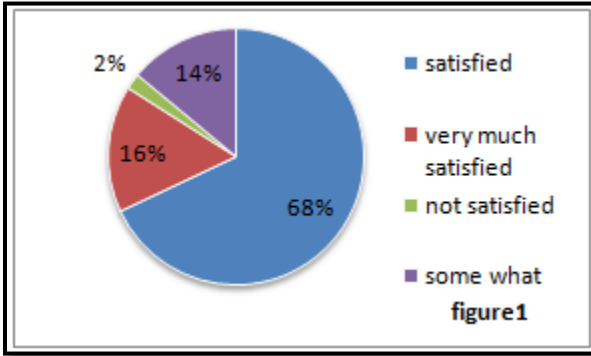
Amount spent for online purchase		
Particular	Frequency	Percentage
Less than 5000	29	73%
Above 5000	11	27%

Grand total	40	100%
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INTERPRETATION: TABLE 5

From the above table it is observed that 73% of respondents paid less than 5000 for online purchase for past one year and 27% of respondents paid above 5000 for purchase.

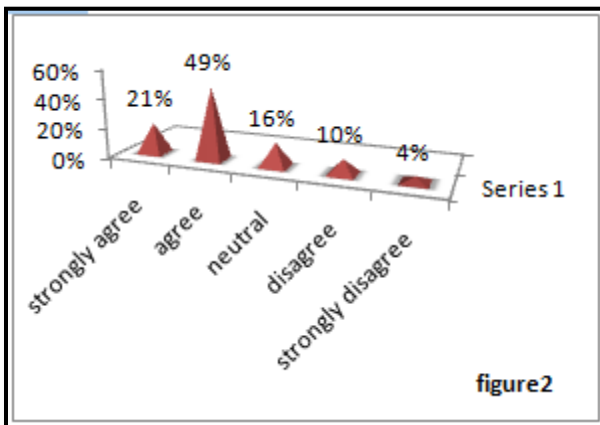
1. FIGURE SHOWING SATISFACTION LEVEL OF DELIVERY OF PRODUCTS:



INTERPRETATION: FIGURE 1

The above chart helped to found out that 68% of the respondents were satisfied about product delivery, 16% were very much satisfied and 14% were somewhat satisfied whereas 2% of respondents were not satisfied with delivering the product.

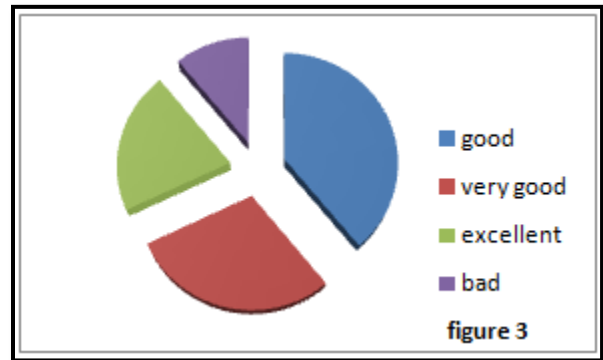
2. FIGURE SHOWING ONLINE TRANSACTION IS SAFE.



INTERPRETATION: FIGURE 2

According to the chart 21% of the respondents strongly agree that the online transaction is safe, 49% of the respondents agree with statement, 16% are neutral, 10% disagree whereas 4% of the respondents strongly disagree with the statement.

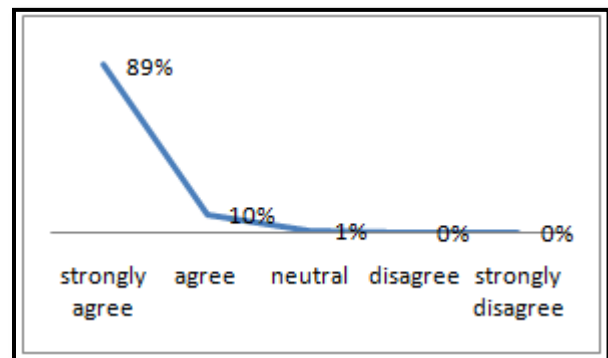
3. FIGURE SHOWING CONSUMERS RATING ABOUT WEBSITE:



INTERPRETATION: FIGURE 3

From above data it is observed 39% rate online marketing as good, 29% rate as very good, 21% rate as excellent for online marketing and 11% of respondent not satisfied.

4. FIGURE SHOWING CONSUMERS ATTITUDE TOWARDS SATISFACTION LEVEL ON NO BARGAIN IN ONLINE MARKETING:



INTERPRETATION: FIGURE 4

From above data it is observed 89% of respondents strongly agree in online marketing no bargain, 10% of respondents agree, 1% of respondents for neutral, no respondents for disagree and strongly disagree.

CONCLUSION:

Online marketing is a vast growing technology. From the above data .it is concluded that future of e-tailers should make their website safer and assure consumers for delivery of their products. Consumer preference towards online marketing indicates positive effects. This means more people suggest e-buying and this buying method will be popular among people. This makes necessary use of word of mouth marketing for e-tailers. E- Marketing is an exchange of information using network based technologies. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. In future online marketing is bound to grow in a big way, given the growing population.

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