



A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE MARKETING STRATEGIES IN TIRUPUR

Dr.G.Rengarajan

Head and Associate Professor, Department of Commerce, Park's College, Tirupur, India.

INTRODUCTION

In the ancient period the producers used to sell their goods and commodity to the consumers either through the intermediaries like dealers, wholesalers, retailers or directly to the ultimate consumers by establishing their own selling outlet in the major cities like Bata show room. This was the usual practices followed by almost all manufacturers and producers of all types of commodities. Further all the business people take much effort to increase the sales of their products and wish to increase the profit year by year. This was made by giving effective advertisement about their products and also taking promotional measures to increase the sales. The customers or consumers were in a condition to go to place of selling for getting their domestic requirements and necessities. But due to the development in science and information technology telemarketing came into existence. In telemarketing the consumers and customers can give their order to the seller over phone and converse with the seller regarding the price and features of the products through telephone. Everything can be discussed and settled by the buyer and seller conveniently in telemarketing. Goods were delivered to the place of the consumers in telemarketing. But there was one drawback in telemarketing i.e. the consumers and customers could not be able to view the products which are going to be purchased through telemarketing. Only through advertisement in media the consumers and customers were able to see the products while going for telemarketing. If they wish to see the products they have only option that is direct buying. Tele marketing was preferred by the buyers those who do not have much time for buying their necessities, as they are engaged in some other activities they bought through telemarketing. But when online marketing comes into existence the problems in telemarketing was solved because the consumers or customers can be able to see and know about the features of the products at the time of giving order itself. The online marketing is familiar among the customers or consumers those, who are using computer or laptop, tablet and mobile phone with advanced technologies.

Online marketing is very familiar among the young generations. They buy their even dresses through online marketing. They feel that online marketing is more convenient to them as they have limited time for shopping. Further, some of the younger feel that buying through online is the prestige to them. Simply they buy the goods through online without considering anything. Normally for selling the goods, the seller must apply some strategies which will attract the consumers and buyers. The buyers and consumers at present consider the quality and the price of the products before buying the goods. Even in direct purchasing most of the consumers and customers do not consider the strategies adopted by the sellers and producer to market their products. In the same manner in online marketing also the consumers do not think about the strategies adopted by the sellers. But they must know the strategies adopted by the sellers and marketers before taking the decision to buy certain products, because based on the strategies adopted by the sellers, the prices are considerably having effect on the products. Even to market the products some strategies are adopted. But in modern scenario no customer bothers about the strategies adopted by the sellers. At this juncture a thorough study is to be undertaken to know the attitudes of the customers about the strategies of online marketing. By keeping the above views in mind the researcher selected the title “**A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE MARKETING STRATEGIES IN TIRUPUR**”

STATEMENT OF THE PROBLEM

While buying through online marketing normally the customers think only about the product which is going to be purchased by them and the utility of the products and features of the products and also the quality, etc. they do not think about the strategy adopted by the sellers. Regarding the pricing strategy some of the sellers adopt skimming price, some of them follow penetrating price while few of the sellers adopt fixed pricing. These all will affect the customers. But even the educated people do not bother about the pricing policy. Here ultimately the buyers are affected due to the pricing policy. If a seller adopts the skimming price surely the buyers have to pay more price than the price fixed for the similar products. This pathetic condition is not known to all the buyers both in online marketing and also direct buying. Hence this situation is to be changed. The customers should know at least some of the strategies adopted by the sellers. They lack awareness about the strategy adopted by the sellers. Nobody can deny the fact i.e. lack of adequate knowledge about the strategy adopted in online marketing. Coimbatore district is familiar for its tremendous development in industry and also in education. Thousands of well educated people are staying in the district. Further to get employment and education people from all parts of Tamilnadu are coming to Coimbatore district. All are lack of knowledge in the strategy adopted by the sellers in the online marketing.



SIGNIFICANCE OF THE STUDY

The study will focus the existing strategy followed in online marketing and create awareness to the customers about the overall marketing strategies adopted by the marketers in internet which will help the customers to select the right products in online buying and know the various strategies adopted by different group of sellers in online marketing in different web sites. Further this study will analyze the issues faced by the customers in online marketing and the causes for the issues. Through this study the researcher will find out the remedial measures to solve the problems faced by the customers in online marketing. There is a saying that “The buyer beware”. The buyers i.e. the customers must be aware of all the techniques, strategies, methods adopted by the sellers to market their products in online marketing which will help them to get their products at the competitive rate with better quality. Hence the study on “**A STUDY ON CUSTOMERS ATTITUDE TOWARDS ONLINE MARKETING STRATEGIES IN TIRUPUR**” is inevitable in nature

OBJECTIVES OF THE STUDY

The following objectives were framed to carry out the research work efficiently and complete the project work successfully. After considering the issues and attitudes of the customers about the Online marketing in general the objectives of the study is designed in this research work.

1. To identify the customers who buy their products through online marketing in the study area.
2. To measure the satisfaction level of the customers towards online marketing.
3. To know the attitudes of the customers about the online marketing strategy.
4. To evaluate the strategies followed in online marketing.
5. To analyze the problems and issues faced by the customers in Online Marketing in Coimbatore District.
6. To find out the remedial measures to solve the problems and offer recommendations to the needy group.

RESEARCH METHODOLOGY

Descriptive research have been undertaken in this research work to make research effective and find the results of the research work successfully.

Data Collection

Both primary and secondary data have been collected for the research work.

Primary Data

Primary data have been collected by framing questionnaire and interview schedule with the sample respondents. Necessary corrections, additions and deletions have been made in the questionnaire with the help of the experts and supervisor to make the research as an effective and useful to the society.

Secondary Data

Secondary data was collected from the books and journal published relating to the online marketing strategy.

Sampling Method

In this research work respondents were selected from the total population at random by using convenient sampling method

Sample Size

As the population for the research work in the study area is numerous. Out of total population employees, 120 customers were selected by using convenient sampling method. The sample constitutes both the female and male customers those who buy their products through online marketing.

Period of Study

The research work was carried out for the period of 2 months starting from December 2014 to January 2015.

Statistical Tools

To make the research work effective and find the result of the research statistical tools, simple percentage, chi-square test was applied to interpret the data and to know the association between two variables in deciding the particular matter and issues related to online marketing strategy, , Hendry Garrett ranking have also been used to analyze and interpret the collected data from the customers (sample respondents)

LIMITATIONS OF THE STUDY

1. The data was collected only from the sample respondents who buy the products and necessities through online marketing. Hence it may not be considered for policy decision makings with regard to other food products



2. The collected data and interpretation is based on the information obtained by the researcher at the time of interview schedule during the study period. Hence findings of the research may not be considered for other period as there may be possibility of changing.
3. As the respondents did not give co-operation at the time interview schedule, there may be possibility for bias in the information and the data collected.

Table No.1, Table Showing the Gender of the Respondents

Serial no	Gender	Frequency	Percent
1	Male	73	60.8
2	Female	47	39.2
	Total	120	100.0

Source: Primary data

Interpretation

From the above table it is clearly noted that among 120 respondents 60.8 percent of the respondents are male 39.2 percent of the respondents are female.

Table No.2, Table Showing the Age of the Respondents

Serial no	Age	Frequency	Percent
1	Less than 20 years	47	39.2
2	21-30 years	36	30.0
3	31-40 years	21	17.5
4	above 40 years	16	13.3
	Total	120	100.0

Source: Primary data

Interpretation

The above table reveals that among 120 respondents 39.2 percent of the respondents are in the age group less than 20 years, 30 percent of the respondents belong to the age group between 21-30 years, 17.5 percent of the respondents belong to the age group between 31-40 years, while the remaining 13.3 percent of the respondents belong to the age above 40 years.

Table No.3, Table Showing the Occupation of the Respondents

Serial no	Occupation	Frequency	Percent
1	Student	41	34.2
2	Agriculture	16	13.3
3	Business/ profession	44	36.7
4	Others(specify)	19	15.8
	Total	120	100.0

Source: Primary data

Interpretation

The above table reveals that among 120 respondents 36.7 percent of the respondents are involved in business/ profession, 34.2 percent of the respondents are students, 13.3 percent of the respondents have agriculture as their occupation while 15.8 percent of the respondents are involved in other occupation.

Table No.5, Table Showing the Monthly Income of the Respondents

Serial no	Monthly income	Frequency	Percent
1	Below Rs.10000	25	20.8
2	Rs.10001-20000	29	24.2
3	Rs.20001-30000	37	30.8



4	above Rs.30001	29	24.2
	Total	120	100.0

Source: Primary data

Interpretation

The above table depicts that among 120 respondents 30.8 percent of the respondents earn a monthly income between Rs.20001-30000, 24.2 percent of the respondents get a monthly income between Rs.10001-20000 and above Rs.30001 respectively, while the remaining 20.8 percent of the respondents get a monthly income of less than Rs.10000

Table No.39, Table Showing the Association between Gender of the Respondents and the Type of Goods bought in Online Marketing

Serial no	Gender of the respondents	Type of goods bought					Total
		Electronic goods	Books	Leather items	Ticket reservation	Others (specify)	
1	Male	19(17.6)	14(24.9)	16(11)	15(9.7)	9(9.7)	73
2	Female	10(11.4)	27(16.1)	2(7)	1(6.3)	7(6.3)	47
	Total	29	41	18	16	16	120

The figures in the parenthesis shows the expected frequency

Null Hypothesis

There is no association between gender of the respondents and type of goods purchased in online marketing

Alternative Hypothesis

There is an association between gender of the respondents and type of goods purchased in online marketing

Factor	Calculated value ²	Table value	DF	Remarks
Gender	25.886	9.488	4	Significant

As the calculated value of Chi-square (25.886) is greater than table value of chi-square (9.488) at 5 % level of significance for 4 degrees of freedom, the null hypothesis is rejected and it is concluded that there is a significant relationship between gender of the respondents and the type of goods purchased in online marketing.

Table No.40, table showing the association between occupation of the respondents and the number of time purchased through online marketing

Serial no	Occupation of the respondents	Number of time purchased				Total
		Only one time	Two times	Three times	More than three times	
1	Student	15(12.3)	11(13.7)	12(9.9)	3(5.1)	41
2	Agriculture	8(4.8)	6(5.3)	1(3.9)	1(2)	16
3	Business/ Profession	7(13.2)	17(14.7)	14(10.6)	6(5.5)	44
4	Others(Specify)	6(5.7)	6(6.3)	2(4.6)	5(2.4)	19
	Total	36	40	29	15	120

The figures in the parenthesis shows the expected frequency

Null Hypothesis

There is no association between occupation of the respondents and number of time purchased in online marketing

Alternative Hypothesis

There is an association between occupation of the respondents and number of time purchased in online marketing



Factor	Calculated value ²	Table value	DF	Remarks
Occupation	16.070	16.919	9	Insignificant

As the calculated value of Chi-square (16.070) is less than table value of chi-square (16.919) at 5 % level of significance for 9 degrees of freedom, the null hypothesis is accepted and it is concluded that there is no significant relationship between occupation of the respondents and the number of time purchased in online marketing.

Table No.41, Table Showing the Association between Income of the Respondents and the Number of Time Purchased Through Online Marketing

Serial no	Monthly of the respondents	Number of time purchased				
		Only one time	Two times	Three times	More than three times	Total
1	below Rs.10000	12(7.5)	7(8.3)	1(6)	5(3.1)	25
2	Rs.10001-20000	7(8.7)	11(9.7)	10(7)	1(3.6)	29
3	Rs.20001-30000	13(11.1)	12(12.3)	8(8.9)	4(4.6)	37
4	above Rs.30001	4(8.7)	10(9.7)	10(7)	5(3.6)	29
	Total	36	40	29	15	120

The figures in the parenthesis shows the expected frequency

Null Hypothesis

There is no association between income of the respondents and number of time purchased in online marketing

Alternative Hypothesis

There is an association between income of the respondents and number of time purchased in online marketing

Factor	Calculated value ²	Table value	DF	Remarks
Income	16.807	16.919	9	Insignificant

As the calculated value of Chi-square (16.807) is less than table value of chi-square (16.919) at 5 % level of significance for 9 degrees of freedom, the null hypothesis is accepted and it is concluded that there is no significant relationship between income of the respondents and the number of time purchased in online marketing.

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

1FINDINGS

The collected data were tabulated properly and arranged in a systematic way and analyzed by using statistical tools like simple percentage analysis, chi-square test and Hendry Garrett Ranking. Based on analysis and interpretation the following findings were made in this research work.

1. Majority (60.8 percent) of the respondents are male
2. Most of (39.2 percent) the respondents belong to the age group less than 20 years.
3. Major proportion (36.7 percent) of the respondents are involved in business/ profession
4. Majority of the respondents have studied UG degree
5. Most of the respondents get a monthly income of Rs15001-20000
6. Most of (44.2 percent) the respondents have two dependents in their family.
7. The survey reveals that most (40 percent) of the respondents are staying in urban area
8. Most of the respondents conveyed that online buying is convenient for them so they buy through online
9. Majority(38 percent) of the respondents came to know about the online marketing through Television
10. Most (33.58 percent) of the respondents informed that they purchased through online two times already.
11. Most of the respondents informed that they books and electronic goods through online marketing
12. Majority (42.7 percent) of the respondents informed that they use Snabdeal.com for buying goods through online



13. Major portion (32.7 percent) of the respondents told informed that selling accessories is the product strategy adopted in online marketing
14. Considerable volume (54 percent) of the respondents conveyed that when the buy goods through online marketing within one week goods are delivered.
15. Majority (50 percent) of the respondents informed that payment is made by online transfer while giving order.
16. Major proportion (80 percent) of the respondents told that they know about the pricing strategy adopted in online marketing.
17. Most (55 percent) of the respondents conveyed that fixed price strategy is followed in online marketing
18. Most (32.3 percent) of the respondents told that price discount is offered in online marketing.
19. Majority (84.7 percent) of the respondents told that there is no additional charge for delivering the goods in online marketing.
20. Most (84.3 percent) of the respondents opined that warranty given while buying the goods through online marketing.
21. Major proportion (41.7 percent) of the respondents told that warranty is one year.
22. Majority (87.3 percent) of the respondents told that the service charge is not collected in online marketing.
23. Majority (48.3 percent) of the respondents informed that advertisement for the products are given only in online.
24. Most 36.7 percent of the respondents expressed good opinion about the quality of the products in online marketing,
25. Majority 35.3 percent of the respondents expressed good opinion about the utility of the products in online marketing
26. Most (36.7 percent) of the respondents expressed good opinion about the warranty of the products in online marketing
27. Most (37 percent) of the respondents expressed good opinion about the discount offered for the products in online marketing.
28. Considerable portion (37.3 percent) of the respondents expressed good opinion about the packing of the products in online marketing
29. Majority 34.3 percent of the respondents expressed good opinion about the complement items in online marketing.
30. Most (34.3 percent) of the respondents are satisfied with the delivery time of the products in online marketing

FINDINGS FROM CHI-SQUARE TEST

1. There is a significant relationship between gender of the respondents and the type of goods purchased in online marketing.
2. There is no significant relationship between occupation of the respondents and the number of time purchased in online marketing
3. There is no significant relationship between income of the respondents and the number of time purchased in online marketing.
4. There is no significant relationship between age of the respondents and the type of goods purchased through online marketing.

FINDINGS FROM HENDRY GARRETT RANKING

It is observed from the analysis that the problem faced by the respondents with regard to online marketing strategy is ranked by using Henry Garrett ranking. It is revealed from the above table that among the various problems "limited offer" was ranked first with Garrett score of 7146 points and a mean score of 59.55. It is followed by the problem "Lack of varieties in same brand" with Garrett scoring of 6996 and a mean score of 58.30. The problem "delay in delivery" was ranked three with a Garrett score of 6943 and a mean score of 57.85. The fifth rank was given to the problem "No follow up about the performance" with a Garrett score of 6843 and mean score of 57.03 and the respondents gave sixth rank to the problem "Lack of family members' preference" with a Garrett score of 6803 and mean score of 56.69. "No bargaining chance" is placed in the seventh place in ranking with a Garrett score of 6752 and mean score of 56.27, Lack of availability of service centre in all places was ranked as eighth rank with a Garrett score of 6609 and mean score of 55.07, the 9th rank was placed to the problem "Limited organization for online marketing" with a Garrett score of 6558 and mean score of 54.65 and finally the 10th place goes to the problem "Lack of technical knowledge in online marketing" with the Garrett score of 6477 and mean score of 53.97.



SUGGESTIONS

- Based on the findings of this study few suggestions are put forward to the needy group which will help the consumers and customers those who their products through online marketing.
- Some of the respondents informed that more delivery charges collected in online marketing, hence the vendors in online marketing should try to modify the charges for delivery of the goods in online marketing.
- Few respondents opined that in some occasions there are changes in the sample shown in the net before giving order and the real goods supplied in online marketing. Customer satisfaction is importance in all business. Hence the supplier or vendors in online marketing should ensure the delivery of right products based on the order given in online marketing.
- Some of the respondents are not satisfied with the delivery system in online marketing. Hence the seller or suppliers in online marketing should ensure that the goods are delivered in time to the destination of the buyers.
- Few respondents informed that when they electronic goods, in case of any problem in the products for repairing the goods they have to authorized service centers which are located fro away from their residential area. So the service centers for branded products may be opened to cover all the areas.
- Some of the respondents are not satisfied with the quality of the products purchased through online marketing, hence the seller should ensure high standard of quality in the products to be sold in online marketing.
- Few respondents informed that the advertisement for online marketing given mostly in online marketing. So the advertisement for on line marketing may be extended to both off-line and online advertising.
- Few customers informed that online marketing is not normally preferred by the family members, it is the main problems faced by the respondents. Hence an awareness programme should be arranged to the consumers regarding the price, quality, utility of the products in online marketing and time saving concept in online marketing which will create awareness to all consumers in-turn they will start buying through online marketing.

CONCLUSION

Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping , making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore our study has focused mainly on two research questions, i) what are factors that influence consumers to shop online and to see what factors are most attractive for online shoppers. ii) Who are online shoppers in terms of demography? We foresee that our findings will give a clear and wide picture to online retailers and will help them understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater online shoppers in Tirupur. Further in modern scenario all the businesses are consumer oriented. All business people try satisfying the ultimate consumers or end users of the products. Hence the online vendors should give due attention to the needs and desires of the consumers and try satisfy the consumers in all possible way which will help to retain the existing customers and increase the potential customers in online marketing.

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