



A STUDY ON CONSUMERS ATTITUDE TOWRDAS E -MARKETING

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Abstract

E- Marketing is a process of selling goods or services through online. Today is the age of digital marketing, every nook and corner of the world is getting connected with the help of the advanced forms of digital media. The article is an attempt to understand what exactly digital marketing is and how it affects today's marketing scenario. It elaborates the various strategies which a firm can use to make it more impactful in the world of marketing. The E- Marketing has become a daily part of our lives, mainly because it is so convenient. The web allows customers a comparison buy the most effective deals and find product that might otherwise be difficult to find. . This study aims to analyses the level of satisfaction of the consumers towards online shopping. This study concludes efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase and the feedback of an online buyer should be captured to identify flaws in service delivery.

Keywords: *Customer Characteristics, e-Retailing, e-Commerce, Online Shopping, Satisfaction, e-Marketing.*

Introduction

Today, internet acts as a channel through which millions of people communicate, perform research, find entertainment and most recently buy and sell products and services. In fact, online shopping is one of the most popular activities that take place on internet. Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the internet to cut marketing costs, thereby reducing the price of their products and services to communicate and disseminate information, to sell the products, to take feedback, and also to conduct satisfaction surveys with consumers. Consumers use the internet not only to buy the product online but also to compare prices, product features, and after-sales service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospects of online business. The evolution of E- Marketing has opened door of chance to provide a competitive advantage over firms.E- Marketing has grown in popularity over the years mainly because people find it convenient for the comfort of their home or workplace.

From the consumer's perspective, they will know that there are many advantages of online shopping such as it will be more convenience shopping on the internet and there is no crowd of people when shopping through online. This research can make the consumers aware that e-commerce is becoming an important trend in this modern information technology societies- Marketing is a present phenomenon which has developed a good importance in the trendy business environment.

Review of the Literature

Several researchers have carried out studies in their effort to examine the factors influencing consumers' attitude and perception to make e-commerce purchases through online shopping. Attitudes toward online shopping are defined as consumer's positive or negative feelings related to accomplishing the purchasing behavior on the internet (Chiu et al., 2005; Schlosser, 2003). Buying trends and internet adoption indications have been seen as the overall electronic commerce value in Malaysia rising from US\$18 million in 1998 to US\$87.3 million in 1999(MohdSuki et al., 2006). In order to investigate



consumers' attitudes, we need to know what characteristics of consumers typically online shopping is and what their attitude in online shopping is. In simple terms, this means that there is no point having an excellent product online if the types of consumers who would buy it are unlikely to be online.

Few other studies (Fram & Grady, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000) also reported that gender, marital status, residential location, age, education and household income are important predictors of internet purchasing.

Zhou et al. (2007) discovered that customer traits, internet self efficacy, prior online shopping experience, shopping orientations, economic benefit perception, risk perception are some of the factors affecting online shopping acceptance of customers.

Study which was done by Master Card Worldwide Insights (2008), the product and services most frequently bought online among Asia/Pacific online shopper are books and art (41%), home appliances and electronic products (39%), CDs/DVDs/UCDs (38%) and ladies clothing/accessories (38%). Opportunistic buying as a whole does not seem to be a major factor for many online shoppers: 41% bought on impulse just a couple of times, while 34% hardly ever bought on impulse. Similar to the types of products frequently purchased online, items most likely to result in opportunistic buying were ladies clothing and accessories, home appliances and electronic products. In addition, consumers' previous experiences with online purchases or lack thereof can be a significant influence of levels of risk perception by consumers and their purchasing decisions (Dillon, 2004). Negative experiences increase levels of risk perception with online purchasing and hamper not only a business likelihood of retaining customers but can make it more difficult for other online businesses to gain initial customers (Boyer, 2005).

According to Leggatt (2010), a quarter of U.S. adults have increased the amount of time they spend online shopping (24%) and reading product reviews (25%), found Harris Interactive online survey. Younger adults, aged 18-34, have increased their time spent doing both of these activities more than older adults, leading to speculation that this trend will continue. Americans are spending more time researching purchases and shopping online, according to Harris Poll findings, and many are feeling the social consequences of life in front of a monitor.

Objectives

- To study the impact of demographic characteristics of customers on their online purchase pattern.
- To know about the most popular category of item purchased online.
- To know the attitude of online consumers towards online shopping.
- To analyse the level of consumers' satisfaction towards online shopping.

Research Methodology

This study is descriptive in nature and it conducted through convenience sampling method because of the unavailability of the list online shopper that involved in online purchases. There were 100 respondents in this research study selected out of 100 respondent 50 respondents were completely answered that has taken sample for this study. Anonymity and confidentiality were assured and participants were told that they could withdraw from the study at any point without prejudice. The nature of this research is descriptive and the objective of this research is to explore the consumers'



attitude towards online shopping. For this reason, a survey was conducted to collect primary data by using well administered questionnaire.

Analysis

Table 1. Gender Profile of Respondent

S.N	Gender	No.of Respondent	Percentage
1.	Male	23	46
2.	Female	27	54
Total		50	100

Table 2: Demographic Profile of the Respondents

Demographic Profile	Variables	Frequency (N=50)	Percentage
Gender	Male	23	46.0
	Female	27	54.0

Table 3: Age group of the respondents

Age	Below 20 years	5	10.0
	21-30 years	12	24.0
	31-40 years	20	40.0
	41-50 years and above	5	10.0
	50 and above	8	16.0
Total		50	100%

Table 4: Educational Qualification of the Respondents

Educational Qualification	Primary or below	10	20.0
	Secondary level	3	6.0
	College level	37	74.0
Total		50	100%

Table 5: Occupation of the Respondents

Occupation	Self Employed	10	20.0
	Employed	13	26.0
	Professionals	19	38.0
	Students	3	6.0
	Others	5	10.0
Total		50	100%

Interpretations: The above table shows that 54% of the female respondents are preferred to purchase their products through online. The highest number of respondents (40%) belongs to 31-40 years age group. Education is considered to be the chief means of social awareness and development. Education makes man a rational thinker. Education persons have access to mass media and communication channels and are more likely to take preventive measures than less educated persons. The study revealed that 74% of the respondents have college level education have preferred to buy through online. Occupation is important socio-economic variable, which decided one's social, cultural and economic



status. The study identified that 38% of the respondents in the professional category are preferred to purchase through online.

Table 6: Attitude of the Consumers towards E-Marketing

Attitudes	Variables	Frequency (N=50)	Percentage
Period of using	Less than one year	18	36.0
	1-2 years	14	28.0
	2-3 years	13	26.0
	More than 4 years	5	10.0
Frequency	Twice a week or above	5	10.0
	Weekly	5	10.0
	Fortnightly	13	26.0
	Monthly	27	54.0
	Occasionally	5	10.0
Sources of information	News paper	8	16.0
	Websites	17	34.0
	Television	15	30.0
	others	10	20.0
Preferred online seller	Flipkart	23	46.0
	Amazon	14	28.0
	Snapdeal	7	14.0
	Others	6	12.0
Amount spent for online shopping (Per month)	Below Rs.500	5	10.0
	Rs.501- Rs.2,000	10	20.0
	Rs.2,000- Rs.5,000	20	40.0
	Rs.5,000 and above	15	30.0
Mode of Payment	Credit card	14	28.0
	Debit card	2	4.0
	Cash on Delivery	26	52.0
	Internet banking	8	16.0

Interpretations: The above table divulges that the attitude of the consumers towards online shopping. It is found that 36% of the respondents are purchased through online for less than one year. 54% of the respondents are purchasing monthly once through online. 34% of the respondents are aware about E-Marketing through websites. 46% of the respondents are preferred Flipkart to buy the products through online. 40% of the respondents have spent Rs.2,000 to 5,000 per month for purchasing through online. 52% of the respondents have preferred cash on delivery for purchasing the products.

Table 7: Independent T-Test for Gender and Level of Satisfaction with Online Shopping

Satisfaction Factors	Gender	N	Mean	SD	t value	P value
Price of the product	Male	23	3.47	1.80579		.135
	Female	27	4.03	.58714	-1.519	
Quality of the product	Male	23	2.78	1.242	-4.089	.000



	Female	27	3.81	.396		
Variety of the product	Male	23	3.57	1.080		.000
	Female	27	4.81	.396	-5.596	
Design of the product	Male	23	4.22	.795		.367
	Female	27	4.00	.877	.911	
Time of delivery	Male	23	3.91	1.125		.022
	Female	27	4.48	.509	-2.361	
After sale service	Male	23	2.57	.843		.001
	Female	27	3.70	1.295	-3.610	
Overall service	Male	23	3.78	.795		.432
	Female	27	3.96	.808	-.792	

Hypothesis: *There is no significant relationship between gender and satisfaction with online shopping.*
 The results of independent t-test reveal that factors of satisfaction such as quality of the products, variety of the products and after sale service are statistically significant at 1% level. It indicates that there is a significant difference between gender and satisfaction with online shopping. In this case, the formulated hypothesis is rejected. Hence, there is no significant difference between gender and the factors of satisfaction such as price of the product, design of the product and overall services. It indicates that there is no significant difference between gender and satisfaction with online shopping. In this case, the formulated hypothesis is accepted.

Table 8: Occupation and Level of Satisfaction with Online Shopping

Satisfaction Factors		Sum of Squares	df	Mean Square	F	P Value
Price of the product	Between Groups	32.556	4	8.139	7.040	.000
	Within Groups	52.024	45	1.156		
	Total	84.580	49			
Quality of the product	Between Groups	25.643	4	6.411	11.279	.000
	Within Groups	25.577	45	.568		
	Total	51.220	49			
Variety of the product	Between Groups	33.462	4	8.366	24.042	.000
	Within Groups	15.658	45	.348		
	Total	49.120	49			
Design of the product	Between Groups	8.316	4	2.079	3.573	.013
	Within Groups	26.184	45	.582		
	Total	34.500	49			
Time of delivery	Between Groups	9.319	4	2.330	3.583	.013



	Within Groups	29.261	45	.650		
	Total	38.580	49			
After sale service	Between Groups	33.356	4	8.339	8.929	.000
	Within Groups	42.024	45	.934		
	Total	75.380	49			
Overall service	Between Groups	12.545	4	3.136	7.533	.000
	Within Groups	18.735	45	.416		
	Total	31.280	49			

Hypothesis: *There is no significant difference between occupation and satisfaction.* The result of one way ANOVA indicates that factors of satisfaction such as price of the product, quality of the product, variety of the product, design of the product, time of delivery, after sale service and overall service are statistically significant at 5% level. It is concluded that there is a significant difference between occupation of the respondents and satisfaction with online shopping. Hence, the formulated hypothesis is rejected.

Findings

- Female are more prepare online shopping /E-marketing.
- It has been analyzed that people in the age group between 31-40 years are more interested in doing online shopping as compared to other age groups.
- E-marketing websites play vital role in consumer awareness.
- The findings of the study indicate that customer online purchase intentions are significantly related to their gender, education, age, security concern, technological familiarity, and past online purchase frequency.
- Consumer buying behavior is also affected by product type, purchase frequency and expensiveness. Their purchase decisions are also found to be related with the online retailer's services like return, refund and delivery services.
- The most popular website for online shopping was flipkart.

Suggestions

- Form the above findings are that the online marketers need to target their products to young and more educated customers earning higher income. Educated persons are likely to be more internets savvy and higher income enables them to purchase more online provided they are sufficiently exposed to online shopping outlets and motivated to place orders online.
- The findings of the study suggest that online marketers should ensure about the high security of personal information of customers and financial transactions along with providing good experience of online shopping so that customer may continue purchasing online in future also.
- A positive relationship between past online purchase frequency and future online shopping intentions is observed implying that customers who purchased more products via internet in past will continue to make online purchases in future too.



Conclusion

This study concludes efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. The results of this study may be of great use to businesses which are looking to expand into or venture into the E- Marketing environment. On the basis of study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trust-worthy relationship between producers and customers.

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