A Study on Consumer’s perception on Online Marketing with regard to Narasaraopet Mandal

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Abstract
As customer being the centre point of business, the focus on attracting and satisfying the customers had become challenging task in the present cut-throught competition. In this context the reach and satisfying customers has changed its face from personal to impersonal. Growth of technology changed the pace of business and its scenario. E-commerce is playing a major role in present day business. Researchers are constantly striving to obtain better insight on consumer behavior in cyber space through E-commerce. E-commerce implies buying and selling of goods and services online for which internet has become the best source to use this tool today. The present study is about understanding the utilities of on-line marketing. An attempt has been made to realize the perceptive behind the customers thought process as well as marketer’s approach. The data for the study has been collected from Narasaraopeta Mandal through structured questionnaire.

Key words: On-line Marketing, Buyer behaviour, Seller behaviour,

Introduction:

An online marketplace (or online e-commerce marketplace) is a type of e-commerce site where product and inventory information is provided by multiple third parties, whereas transactions are processed by the marketplace operator.

Online marketplaces are the primary type of multichannel eCommerce. In an online marketplace, consumer transactions are processed by the marketplace operator and then delivered and fulfilled by the participating retailers or wholesalers (often called drop shipping).

In general, because marketplaces aggregate products from a wide array of providers, selection is usually wider, availability is higher, and prices are more competitive than in vendor-specific online retail stores.

Online marketing platform (OMP) is an integrated web-based platform that combines the benefits of a business directory, local search engine, search engine optimization (SEO) tool, customer relationship management (CRM) package and content management system (CMS).

The Online Marketing now has grown to global scale but lately, it has reversed the growth to local level. It's called local online marketing platform where the strategy is not to amass huge chunk of market but by spreading into small local groups and catering to the market locally.

Internet was used as a tool to study as well as a tool to research. It has become the way to improve the overall surveys and social science, instead of relying on the web for mere
communication needs (Michigan State University, 2009). Marketers also, after understanding the applications and utilities of internet, have used the web space to explore consumer’s tit-bits. So it can also be said that besides its basic use of communication, web has also been used by researchers and also by marketers for selling and advertising to enhance the overall interactivity today. In order to cease the potential, marketers are using online space known as digital marketing, web marketing or e-marketing. On-line (or inbound marketing) is about attracting your target market using web space.

Need of the Study:

It has been noticed that no consumer has a same mindset throughout. Consumer keeps on changing his preferences, never notices a product from one angle; sometimes price attracts and sometimes something else. It is really very difficult to say that which point does the consumer notices each time when he makes a decision to buy the product.

In the era of on-line marketing, where the consumers get to see and choose their utilities on their own computers and Smartphone screens, it has become even more challenging to trap the ever changing preferences of consumers. It is often noticed that, when a coupon is provided by on-line marketer to boost his sales, even though the product is not currently demanded by the consumer, just to avail the offer; the consumer ends up purchasing the product. All these experiences of different consumers gave provocation to study this particular topic.

Objectives of the Study:

The present study has attempted to analyze the following objectives:

i. To find out the category of products that customers prefer for on-line marketing.

ii. To examine the impact of coupons/discounts offered by marketers on the on-line purchasing behavior of customers.

iii. To examine whether the demographical factor posses its impact on the on-line buying behavior.

iv. To identify the basic factors that customers feel necessary to trust the on-line marketer.

v. To understand the problems faced on-line marketing if any.

The following are the most preferred web sites by the Narasaraopet Mandal for their on-line purchasing.

Webinars
Blogs
E-Mails
Social Networking Forums
Tele-seminars
1. EBay. in  
2. Myntra.com  
3. Fashion and You  
4. Yebhi.com  
5. Snapdeal.com  
6. Naaptol.com  
7. Olx.com  
8. Flipcart.com  
9. Shopping Indiatimes.com  
10. Rediffshopping.com  
11. Indiaplaza.com  
12. Amazon.com  
13. Future Bazaar.com

On-line marketers offer any or combination of the following strategies:
1. Marketers try to improve their free offers to make them irresistible for the consumers.
2. They often try to grab the attention of on-line consumers by launching a new product on-line or Re-launching can also be targeted to improve or boost on-line sales.
3. They also try to establish themselves better by connecting with a good local partner or with another well known brand.
4. Being more active on social media can also help to get a better response from the prospective customers.
5. Sometimes when the product is really good or expensive, one can also look for pay per click advertising campaign. This can be quite expensive but has a plus point that different websites will try to generate more responses.
6. Marketers add videos to better demonstrate the product and to provide more content.
7. They also take care of their search engine ratings.
8. They often e-mail their product offers and product lists to their perspective customers and do also send messages on their phones to boost responses for their offerings.

Research Methodology:
The research is based on the responses obtained by those respondents who shop on-line. The data is collected by using a structured questionnaire with an objective to identify the buying behavior and attitude of the respondents towards shopping on-line. The questionnaire was served to 250 respondents which serve the primary data whereas, secondary data was gathered through various websites where the on-line marketers display their products to pin their target consumers and also other informational websites available on-line.
Profile of the Respondents:

<table>
<thead>
<tr>
<th>Gender basis</th>
<th>Qualification Basis</th>
<th>Occupation</th>
<th>Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>Under-graduate</td>
<td>Teaching</td>
<td>Less than 15000</td>
</tr>
<tr>
<td>Female</td>
<td>Graduate</td>
<td>Non-Teaching</td>
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<tr>
<td></td>
<td>Post-graduate</td>
<td>Students</td>
<td>Rs.31,000- Rs.45,000</td>
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<td>PhD</td>
<td></td>
<td>Rs.46,000- Rs.60,000</td>
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<td></td>
<td></td>
<td></td>
<td>Rs.61,000 and above</td>
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<tr>
<td>Total</td>
<td>250</td>
<td>250</td>
<td>250</td>
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</tbody>
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Outcome of the Study:

As the data obtained is qualitative in nature, the major findings of the study can be forwarded as below:

1. It is quite interesting to on-line marketers that people are forwarding themselves to on-line shopping through not on par with off-line shopping.
2. Majority respondents of Narasaraopet preferred on-line shopping for bus-tickets, rail-tickets, air-tickets which contributes to 80%. They also preferred to shop on-line the computer-related accessories like speakers, CD’s, DVD’s, head phones, which contribute to 78.4%.
3. Shopping clothes on-line was also seen encouraged by the customers contributing to 64.5% with the opinion that on-line shopping for clothes was attracted as it has good advertisement along with different discounts the on-line marketers.
4. The other provoking finding of the study is that most of the customers opinioned that they prefer online purchasing because of low prices on several category of products like computer accessories, gift articles etc., when compared to off-line.
5. Youth mainly preferred to purchase online the products cosmetics, softy toys, books, fast-food and fashion accessories.
6. 100% of the respondents expressed that they prefer on-line marketing based on the trust worthiness of the marketer and the brand and brand image of the product or service.
7. Respondents unanimously expressed that internet is the only medium for getting the information regarding the products or services before going to final purchase.
8. 68% of the respondents opinioned that online shopping saves times and gives physical comfort preferred to off-line shopping.
9. Narasaraopet respondents have favourably responded towards the delivery of the products indicating the timely delivery a prompt messages regarding the phase of product in the delivery process.
10. The on-line marketing is still far way to go along with off-line marketing as the customers are of the basic opinion that purchase should be made based on the physical viewing and physical tough of the product. The respondents of the present study expressed the same to the category of products like furniture, provisions, vegetables etc.,
11. Most of the respondents preferred to shop online those products which are not available in this region, but are popular in major cities and metros.

12. The above finding can be related to demographical factor which indicates a positive
sign to the marketers that they have to advertise and make available those products on
on-line which do not have availability in all the places.

13. The study also threw to a positive indication to markets as the respondents have
opinioned that the discounts and coupons that are offered by markets on line provokes
them to impulsive buying nature.

14. With the increase in e-commerce and e-business along with banks offering net banking
made customers feel that risk as far as money transactions are had reduced when
compared to the past. This indicate online marketers to update wide services provided
by e-commerce and e-banking to make customers feel comfortable and trustful
regarding their purchase which in turn increases the sales to marketer.

15. 70% of the customers opinioned that the description and information about the product
provided online is sufficient to shop.

16. The respondents of Narasaraopet opinioned that the delivery time should be reduced
and highly opinioned that they were facing difficulty in case of returning the products.
Also nearly fifty percent of the respondents opinioned that procedure of online
shopping is tedious compared to traditional shopping along with the psychological
feeling of not being able to touch the products while buying.

17. Most of the customers opinioned that the offers and coupons provided by the marketers
are for a very short period which sometimes disappears before they decide to shop.
Hence, marketers must be clear to indicate the span of time for the validaty an offer to a
specified product, especially for ladies accessories and gift articles.

Conclusion:
The Present study attempted to know the customer buying behavior on on-line shopping in
Narasaraopet region. Respondents were quite interesting in expressing their opinion who felt
that on line shopping is comfortable and easier when compared to past as internet, e-commerce
and e-banking is improvising day by day. Respondents expressed their opposition to on-line
shopping for certain category of products like furniture, groceries and high valued electronic
products which they felt comfortable with physical tough and practical viewing of these
products. Though the online shopping is not on par with the off-line marketing but the
scenario has changed with positive orientation to shop on-line for which the marketers have to
take the advantage of internet to impress the customers and reap fruits in growing the on-line
business.

Further Scope: The study can further be narrowly focused on knowing the on-line shopping
behavior with of the products category-wise which would be of great need to marketers to
improve and channelize the on-line marketing.

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