



E- MARKETING AND ANALYSIS OF CONSUMER BEHAVIOUR TOWARDS E-MARKETING: (A STUDY OF LUCKNOW CITY CONSUMERS)

Satish Chandra Pandey¹

¹Research Scholar, Dr Shakuntala Misra National Rehabilitation University, Lucknow, India

ABSTRACT

This paper study consumer behavior towards E- marketing and examine what factors play important role to accept latest trend of shopping is E-shopping among the Lucknow city consumers and its impact on their products selection and purchase decisions. Many research shows that present time internet or smartphones have become the important part of people's life irrespective of age and gender. In Indian consumer context it is found that most of the respondents are open to accept digital marketing concept but hesitate to purchase product or service over internet because of security reasons. Most of the respondents irrespective of gender of different age group (especially age group of 18-35 years) find E-shopping more convenient & time saving and prefer credit card, debit card or net banking as the convenient mode of the payment. This paper give direction to improve product or service delivery to the consumer premise and advertising web-products to achieve objective of E-marketing and customer engagement in long run.

KEYWORDS: E- marketing, E-shopping, digital marketing, Publishing Services, customer relationship management

INTRODUCTION

E-Marketing:-

E-Marketing is marketing of product or services through electronic mode or through website or internet. E-Marketing (Electronic Marketing) are also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. It not only includes marketing on the Internet, but also includes customer relationship management via e-mail or wireless media. This type of marketing uses a range of technologies to connect businesses to their customers. Electronic marketing is one of the emerging tools to market product in borderless marketing world. Creative uses of technology change the marketing communication of brand and present product or service in more creative way. Innovative use of games

and advergemes in non game context , picture, multimedia, graphics, text etc which develops unique forms of to creative and appealing advertisements, makes E-shopping and E-shopping portal more playful and vivid, here product can be viewed, promoted and sold in a different way than traditional marketing, E-marketing helps consumers to get 3-D Product display, basket selection, history of last product or service purchase, payment option , chatting with customer executive and logout. E-marketing can implement to all business models such as E-commerce, Publishing Services, Lead-based websites and affiliate marketing are examples of different business model.



Increasing use of smartphones and easy access to internet in India, consumers find E-shopping easy and time saving but use of E-marketing requires customers familiarity with the latest trend not only in digital technology but financial and legal literacy also. It is essential for consumer perspective to devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. E-Shopping is convenient and time saving than the traditional shopping platform for consumer and marketing for the marketer. It offers large number of variety for particular product or service relatively lower prices and in less time. E-market have some weak points as Internet speed, complexity on website, site crash or hang, customer cannot see or touch the product, return policy and among them security in online payments is big concern.

LITERATURE REVIEW

According to Ms.K.Sangeetha (E-Marketing),(Indian Journal of Research 2016) "E-Marketing has emerged as one of probably the most innovative mediums for organizations to market many and services. It may be the art of identifying and understanding customer needs and creating solutions that delivers satisfaction for the customers, profits towards the producers and benefits for the stakeholders".

According to Dr. D. K. Gangeshwar (E-Commerce or Internet Marketing: A Business Review from Indian Context) International Journal of u- and e- Service, Science and Technology Vol.6, No.6 (2013), pp.187-194 advertisers and end-users can effectively use this modern platform to make life easier and faster. In the next 3 to 5 years, India will have 30 to 70 million Internet users which will equal, if not surpass, many of the developed countries. Internet economy will then become more meaningful in India.

According to Rashad Yazdanifard, Melissa Venpin & Wan Fadzilah Wan Yusoff Internet Marketing: The New Era of Innovation in E-commerce International Conference on Software and Computer Applications IPCSIT vol.9 (2011) The Internet network is a marketing channel use by advertisers, marketers, and society to find the right combination of marketing mix to best suit customer's needs. It is important for a company of this era to have access to the Internet to be more successful. Internet marketing does not only target consumers, but also Internet advertisements client marketers from companies. This is so because companies prefer to hire specialist in creating a Web site. People always find themselves under stress of working long hours and they

do not have enough time for social activities or even shopping. They thus develop this new millennium where IM through E-commerce becomes an everyday thing and routine for them. E-mail is as famous as direct marketing in supporting E-commerce activities

The increased availability of Internet is influencing the growth of Internet users in India. Companies are investing heavily in promotion of their products & services via internet based marketing. But its growth rate is relatively slower as compared to other emerging technologies. The prominent reason of slower growth than expected may be due a large proportion of population in India as well as other developing & under developed countries that people are still not aware of computers & internet technology also security concern regarding personal information on websites. Companies need to create buying behavior of the consumers.

The report of 'PWC' (Pricewaterhousecoopers private limited 2013) as the customers' progress from research to purchase to fulfillment stages, their expectations change fast. E-commerce companies need to understand these change drivers and adapt their proposition accordingly.

Easy access to internet surfing, leading the growth of Internet users in India. Researchers show that E-marketing has bright future in Indian market. Marketers are investing heavily in promotion of their products & services through electronic mode. The important reason of slower growth than expected may be many people of Indian and other developing countries are still not aware or user friendly with computers & internet technology. Security concern regarding online payment is big reason to worry for consumers.

OBJECTIVES OF RESEARCH

Objective research to examine consumer behavior and factors impact on E-Marketing based on certain objectives:

- ❖ To study the acceptance of e-marketing among consumers of Lucknow city.
- ❖ To study the impact of e-marketing on purchase decision of consumers
- ❖ To study what factor impact on E-shopping decision of consumers.
- ❖ To study the consumer Satisfaction level in E-shopping.

HYPOTHESIS

- ⇒ Respondents age group 18-35 years enjoy internet surfing or e-shopping most.
- ⇒ Internet surfing and E-shopping has no relationship with gender.

- ↪ Income of consumer and e- shopping decision has no correlation.
- ↪ E-shopping is time saving and convenient to select variety of product and service relatively less price.
- ↪ Respondent finds online payment is not secure and security is big concern.
- ↪ People prefer traditional shopping over E-shopping due to lack of knowledge about compute or latest technology.

RESEARCH METHODOLOGY

To collect primary data most appropriate approach was personal interview, respondents' interviews were directly recorded and questionnaire would be filled by responded. For Secondary Data -Book, Journal & Website were studied. Research on the effect of consumer behavior towards e-marketing is a descriptive research.

Population: Population represents residents of Lucknow City (Uttar Pradesh, India) .It include all the persons who use internet irrespective of genders.

Sample: Sample selected comprises of businessmen, professionals, students & other educated people of urban area only. Study undertaken use stratified sampling i.e.

population is divided into a 4 strata according to age, education, income & occupation. For each stratum, 25 respondents will be picked by random means from different areas.

Sample size: sample size of research is arbitrarily taken as 100 for the convenience of research.

Questions were prepared using Nominal scale & Ordinal scales as attributes studied will non parametric. After checking the validity & reliability of the questionnaire primary data will be collected from respondents in city malls (Fun, Sharaganj, city mall) , cyber cafes, homes ,colleges, university, and offices.

Data Analysis: since scale used in the questionnaire is non- parametric in nature therefore data will be coded in order to analyze data. Researchers use various statistical tools like pie chart, graph chart and SPSS (Statistics Packages of Social Software) will be used as analysis tool. To determine the causal-effect relationship between different variables, CHI Square test will be used.

DATA ANALYSIS & FINDINGS

Since data collected is nonparametric in nature therefore data analysis is done using CHI SQUARE test at 5% significance level ($\alpha = 0.05$). Null hypothesis is rejected where $d > 0.05$ & it is accepted when $d < 0.05$. SPSS software is used to analyze data.

	variable	percentage
gender	male	55
	female	45
age	less than 18	8
	18-35 years	53
	35 -45 years	28
	45-55 years	6
	more than 55 years	5
monthly income	less than 10,000	2
	10,000-25,000	6
	25,000-35,000	23
	35,000-50,000	21
	more than 50,000	13
education	not applicable	35
	less than graduation	35
	graduation to highly qualified	65

Hypothesis 1: Age group between 18-35 years is regular internet user and enjoy E-shopping. To examine this hypothesis CHI SQUARE test is done.

Ho: No significant difference between age & internet usage.

Ha: There is significant difference between age and internet usage or E-shopping.

Test statistics showed that Chi-Square Chi-Square calculated at 12 degree of freedom is 111.373 at 0.00% significance level. Hence null hypothesis is rejected and

alternate hypothesis is accepted. Test shows that there is significant difference between age and internet usage or E-shopping

Hypothesis-2: Gender does not play significant role in internet surfing or e -shopping. Chi-square test is done. Test shows that calculated at 72.9% significance level is 31.093 means that null hypothesis is accepted i.e. there is no relation between gender and internet surfing of the respondents.

Hypothesis-3: There is correlation between income of consumer and E-shopping. Chi-square statistic shows that at 0.0% of significance level calculated value comes out to be 57.653 at 15 degree of freedom. This statistics proves significance of alternate hypothesis. So null hypothesis is rejected and alternate hypothesis is accepted. It is found there is strong degree of correlation between income and E-shopping decision.

Hypothesis-4: To examine this hypothesis respondents find E-shopping more convenient and time saving in select variety of product, researcher study 5 point likert scale was used to determine respondents' response. It was found that 65% were highly agreed on easy accessibility of online products. It is found that E-shopping is more convenient and time saving than traditional shopping.

Hypothesis-5: respondents are hesitant to purchase items over internet because of security concerns. In order to prove the above hypothesis respondents were asked to rate on likert scale the drawbacks of the online shopping in the rating scale of 1-5 and it was observed that 52% of the respondents claimed security concern regarding disclosure of personal information as first rank. 47% of them rated physical touch of product and service is not possible due to lack of physical approach on products/services offered. While quality & authenticity of products/services offered was rated fourth by 48% of the respondents. Chi-Square test is conducted to determine that whether there is any relation between gender and security concern, lack of physical approach and quality & authenticity of the products/services offered via online trading. Test statistics showed that null hypothesis is accepted at alpha is equal to 72.9%.

Hypothesis-6: Usage of newer technology in online trading has made process more complicated, affect buying behavior of respondents. Consumers were asked if product/service of their requirements is being offered online at reasonable price, then will they prefer to buy that product/service online or purchase the same from brick & mortar system. It is found that 68% of the respondents claimed product/service of their requirement through traditional shop, while 32% favored online purchases. To prove the hypothesis statistically Chi-Square test is conducted between age & preference of the respondents in purchasing product/service. Test statistics showed that null hypothesis is rejected at significance level 0.00% (Table) and alternate hypothesis is accepted i.e. there is relation between the two variables. Hence people do not prefer online trading as compared to traditional purchasing. It can be inferred that besides other drawback of online trading, respondents are conventional and have

traditional approach towards shopping. People resist changes and introduction of newer technology has indeed made process of online shopping much complicated.

Mode of Payment: Respondents were asked to select the mode of payments among credit card, debit card, cash on delivery, cheque and demand draft. E-shopping online. 52% preferred credit card payment, while 28% opted for debit card payments, 12% preferred payments through cheques and 8% preferred for demand draft or pay order services. Chi square test is conducted to determine whether the relationships between mode of payment & income group of the respondents exist or not. Test statistics showed that null hypothesis is rejected at =0.00% and alternate hypothesis is accepted.

INFERENCES

This study examines what different regarding different attributes impact on of E-shopping with age, gender, Income and education of the respondents of Lucknow City. Our analysis showed following inferences.

- ◆ There is no relationship between internet surfing or e-shopping gender of the respondents. It was found that respondent age group of 18-35 years use internet most. Reason may be younger people are more technology oriented and internet friendly.
- ◆ Monthly income, occupation of respondents play vital role in E-shopping. Respondents with higher income prefer E-shopping because they have very busy schedule. Online trading convenient and time saving for them.
- ◆ Most of the respondents feel online payment has big security concern. Consumers do not have faith in most of the online trading sites. Also usage of newer technology has made online trading more complicated & people resist changing, that is why consumers prefer traditional shopping as compared to online trading.
- ◆ Most of the respondents irrespective of gender of different age group (especially age group of 18-30 years) find E-shopping more convenient & time saving. A wide range of products/services with variety are available to choose from and also in general traditional shopping in India has never been pleasant for Indian consumers. There has been a mixed reaction in response to quality & authenticity of the products offered.
- ◆ Most of the respondents prefer cash on delivery option over credit card and debit card. This is

probably due to consumer has security concern over online payments It is also find people high income group prefer credit and debit card for e-shopping, followed by debit cards. This is probably due to the fact that with credit cards we can purchase products/services on credit and also now a day they can be easily obtained from different banks. It was also found in our analysis that there is a strong relationship exist between mode of payment and income of the respondents. It implies that electronic payment (credit cards, debit cards) has also gained popularity in middle income group.

- ♦ Most of the respondents responded similarly as predicted when they have given options to rate various attributes of hypothetical web-advertisement. By interpreting their reaction graph it can be inferred that information content, additional service-offered & frequency of web-advertisement leave behind major impact on people mind. Service offered & the way of presentation of information plays a major role in positioning an e-product in consumer mindset.

CONCLUSION

E-marketing has changed the definition of market, now market is defined not by physical place but by presence of consumer .where is customer there is market, market is in the pocket in the form of smartphone. In the B2C market sale has increased dramatically in last decade .By the presence of magic bricks & 99acres real estate marketing communication has been changed through web .consumers, not only developed countries but developing countries also finding app base shopping through smartphone or through web.. It is important for marketer to understand those factors that affect intention, adoption and repurchase to consumer .In today scenario E -market or E- shopping is getting acceptance not among younger generation but in all age group but to make E- shopping popular among all age group E-marketing will have to cover a longer distance. Consumer specially in developing countries hesitate using E -shopping services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns. People are using traditional shopping from a long time so it is little difficult to change & accept new technology. 68% of respondent found traditional shopping or brick and mortar shop model is easier, convenient & preferable over online purchasing. Above finding clearly supports our conclusion that people are tradition bound & have doubt in mindset

as far as issue of online shopping/purchase of product is concerned.

Consumers have doubtful approach towards authenticity of product & services from web portal. Cyber fraud and concern related to misuse of privacy of personal information. Personal information privacy should be given preference by the companies involved in online marketing of product & services. The other major concern among people includes authenticity of product & services offered online. Companies involved in online trading should focus on building their brand awareness among people so that trust-worthy relationship can be developed between producers & consumers. Timely delivery of purchased product through online shopping will connect customer and create brand equity for that institution. Heavy discounts on products and service motivate customers to do e shopping and they want to grab great deal. Companies should focus on offering and marketing communication towards consumers. In brief we conclude that e- marketing or E-shopping has a great potential to grow in all type of product and service and proper boosting needs to be done both at marketer and customer level.

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