

## An Empirical Study on Consumer Behavior towards E-Marketing

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### ABSTRACT

With the advent of internet, it has created an integrally new experience for consumers regarding cluster of information, comparing the products with its price, quality, quantity and the possibility of purchasing through internet. As the literacy on internet increases the prospect of online marketing is also increasing in India. It has turned the entire world into a global village through advanced internet connect with which the online shopping has a major tributary in human being. And it has changed the way of consumers buying behavior of products and services through E-Marketing. This paper has been intended to examine the key consumer behavior and the relation among them in e-marketing perspective. The study was conducted in Bangalore City, Delhi and Ernakulam district. The study was circumscribed to a sample size of 200. This paper also give direction to improve delivery and advertising web-products & services to achieve objective of E-marketing and E-commerce in long run.

**Key words:** consumer, behavior, E-marketing, E-commerce

### INTRODUCTION

The introduction of internet has created a new market for both manufacturing and service providers. It has been playing an important role for around two decades; and today's generation does not know a life without internet. This has made the world rest in our hands. Internet has been used as a marketing channel with which the consumers were introduced to a new trading pattern. Present consumers are well aware about the economic surroundings due to the availability of information. Emerging trends of wider scope of expansion in this area has brought greater importance to internet in the modern era. It has now been a part and parcel of daily life all around the world. The buying behavior of a consumer through internet refers to the process of purchasing products or services

through internet. Internet has extended the activities in electronic commerce, or as known as e-commerce. Internet has paved a way for new digital marketing to which the world was unaware of, till then. Electronic Marketing (E-Marketing) is also known as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing. E-marketing is the

process of marketing a product or service using the Internet. It not only includes marketing on the Internet, but also includes marketing done via e-mail and wireless media. It uses a range of technologies to help connect businesses to their customers.

E-marketing is one of the latest and emerging tools in the marketing world. The e-marketing has certain features like better return on investment from than that of traditional marketing, reduced marketing campaign cost, quick result of the campaign, easy monitoring through the web tracking capabilities. The major advantages in e-marketing are it helps in extremely low risk, reduction in cost through automation and use of electronic media, can get universal accessibility.

E-marketing is convenient than the traditional marketing for both customer and the marketer. It offer large number of variety for the particular product relatively with lower prices But use of E-commerce requires customers familiarity with the latest innovation both in digital technology as well financial and legal domain. In this way it appeal is limited due to requirement of High speed Internet connections, overly- complicated websites, from the buyer's perspective, the inability of customer to touch, taste or to smell or to have the trail before making them purchase online , and among them biggest is the concern of security with online payments etc.

Some of the important factors affecting marketing are consumers are very keen about the quality of a product or services as they search for the very best quality, the mindset of consumers to buy their Favorite brand and their involvement in purchase process, some people are cognizant about new trends, alternate choice of products or too many product, and consumers have the tendency to exhibit price and value. Thus, internet has become the medium which has helped people lead a simpler life. It has helped people to discover new ways of doing the same things which where earlier done in a much complicated matter. This paper studies on behavior of consumers in marketing.

## REVIEW OF LITERATURE

Ankur Kumar Rastogi (2010) is of the opinion that the argument was to fulfil the requirements of huge number of customers. And each time the marketers will understand precisely about the customers shopping requirements. This in turn may help the online service providers a better INSIGHT to deliver product of service as per the customer need. Lohse G.L., Bellman. S., and Johnson E.J, (2020) suggested that Digital Shopping through “Wharton Virtual Test Marketing” is also on-going survey of internet. The Electronic commerce and online laboratory helps the customers to gauge reactions to new strategies and products which will automatically help the online CUSTOMERS to meet the challenges.

Amit Bhatnagar, Sanjog Misra, H Raghav Raoin (2000) inferred that with increase in product risk the likelihood of purchasing ON internet decreases. Also, as technical complexities of product increases, the risks of online purchase also will multiply.

M S Dipti Jain, M S Sonia Goswami, M S Shipran Bhutani. (2014) are of the opinion that there are four revealed important factors such as perceived risk, perceived enjoyment, perceived ease of use and perceived usefulness are affecting the online shopping behaviour of consumers in Delhi.

Tonita Perea Y Monsuwe ,Benedict G CDellaert and Ko De Ruyter (2014) reviles that the attitude towards online shopping depends not only on the ease of use and usefulness but also on external factors like consumer behaviour , situational factors , product characteristics , previous online shopping experiences and trust on online shopping.

Dr. Gopal R and Deepika Jindoliya (2016) suggested that Decision making process of consumers influences the new marketing campaign of e- retailing. Sema Sakarya and Nagehan Soyer (2013) says that distant cultures significantly influences online shopping behaviour and the differentiate effect do not have an impact on conception value. Patricia Sorce, Victor Perotti and Stanley Widrick (2005) opine that an age difference explains more variance than attitudinal factors in online shopping. Older generations shows more brand loyalty as the make less comparison between products and make immediate purchases as and when they search than younger generation.

## STATEMENT OF THE PROBLEM

The rapid growth in the field of shopping leads to know the increasing interest in studying what actually motivates consumers to shop online. As the online shopping is a customary medium , it is importantto perceive the consumers behavior in the field of E-Marketing. So it is essential to analyze, identify and interpret the elements which clout consumers to shop online. This paper examines through what degree the consumer behavior leverages the e-marketing in oureconomy of awareness and acceptance. Thus the statement of the problem would be “Consumer behavior towards E-Marketing”.

## OBJECTIVES

- To study the online buying behavior of consumers in Bangalore city, Delhi and Ernakulam
- To find out the problems and issues most uptight while shopping online.
- To understand awareness of e-marketing among the employees in private sector and publicsector

## HYPOTHESIS

H<sub>0</sub>: There is no significant influence of e-marketing on employees.

H<sub>0</sub>: There is no significant relation between income of respondents and purchase decision.

H<sub>0</sub>: There is no significant relation between problems felt and purchasing behavior.

H<sub>0</sub>: There is no significant relation in usage of internet and different age groups.

### RESEARCH METHODOLOGY

Research on the effect of consumer behavior descriptive towards e-marketing is a descriptive research. Here population represents residents of Bangalore city, Delhi and Ernakulam. Sample of 200 has been selected, it comprises of employees in public sector and private service sector. Various statistical tools have been used to determine the causal-effect relationship between different variables, percentage analysis, CHI Square test and co-relation was used.

### ANALYSIS AND INTERPRETATION

From the study it is observed that 60 percent are Female respondents as the sample consist of more females. The 50percent respondents use internet for more than three hours in a day from total sample. The 40percent respondents use internet for shopping, 35percent shop through internet often, and 25percent respondents rarely use internet for shopping. 55percent of the respondents are influenced by television advertisements, 20percent influenced by the advertisements from radio, and only 10percent are influenced by mobile advertisements. Only 5percent respondents are highly satisfied with e-marketing, 60percent are satisfied with e-marketing and 35percent are not satisfied with e-marketing. 35percent respondents have been felt problems in e-marketing, out of that 15percent respondents have problem with the quality of the product, 10percent have problem with delay in getting products, 5percent have problems in non-delivery of the products and 5percent say that the product image and actual products are different. For online shopping 30percent spent between 3000 and 5000, 20percent spent between 2000-3000, 25percent spent more than 5000 and another 25percent spent less than 1000 also. 40percent are motivated with the price, 35percent convenience, 10percent superior selection, another 10percent saves time and 5percent product comparison.

### CHI-SQUARE

**Table 1: showing the influence of e-marketing on employees**

	Influence in e-marketing	
	Private sector employees	Public sector employees
Chi-square	26.000	16.000

df	2	1
Asymp. Sig.	.000	.000

The table 1 shows that the chi-square value of 26.000(df = 2, N = 100), p- value <0.05 is significant at 2 degree of freedom, showing that there is a significant influence in e-marketing on employees. So we reject the null hypothesis and accept the alternate hypothesis.

Similarly, we can conclude from table 1 that the chi-square value of 16.000 (df = 1, N=100), p-value <0.05 is significant at 1 degree of freedom, showing that there is significant influence in e-marketing on employees. So we reject null hypothesis and accept alternate hypothesis.

From the analysis it is understood that, both private and public sectoremployees show high influence in E-marketing. The benefits of e- marketing such as flexibility, ease of use etc has been identified as the main factors which prompt people to purchase through E-commerce website.

**Table 2: showing the relation between problems felt and purchasing behavior**

	Problems felt	Purchasing behavior
Chi-square	18.000	91.000
df	1	2
Asymp. Sig.	.000	.000

The table 2 shows that the chi-square value of 18.000(df = 1, N = 200), p- value <0.05 is significant at 1 degree of freedom, showing that there is a significant relation between the problems felt and purchasing behavior. So we reject the null hypothesis and accept the alternate hypothesis. Similarly, we can conclude from table 2 that the chi-square value of 91.000 (df = 2, N=100), p-value <0.05 is significant at 2 degree of freedom, showing that there is significant relation between the problems felt and purchasing behavior. So we reject null hypothesis and accept alternate hypothesis.

Increase in the difficulties faced during online purchase such as privacy issues, security threats etc has negatively affected the online purchase process. This has decreased the overall rate of usage of online market as a medium of purchase.

**Table 3: showing the relation between in usage of internet and different age groups**

	Age	Internet usage
Chi-square	28.000	72.000
df	11	3
Asymp. Sig.	.003	.000

The table 3 shows that the chi-square value of 28.000(df = 11, N = 100), p- value <0.05 is significant at 11 degree of freedom, showing that there is a significant relation in usage of internet and different age groups. So we reject the null hypothesis and accept the alternate hypothesis. Similarly, we can conclude from table 3 that the chi-square value of 72.000 (df = 3, N=100), p-value <0.05 is significant at 3 degree of freedom, showing that there is significant relation in usage of internet and different age groups. So we reject null hypothesis and accept alternate hypothesis. As youngsters are more technically advanced, E-Marketing are used by the consumers belong to 20-35 age group

**CO-RELATIONS**

**Table4: showing the relation between income of respondents and purchase decision**

		Income of respondents	Purchase decision
Income of respondents	Pearson correlation	1	-.280
	Sig.(2-tailed)		.000
	N	200	200
Purchase decision	Pearson correlation	-.280	1
	Sig.(2-tailed)	.000	
	N	200	.000

It was hypothesized that the income of respondents and purchase decision are negatively correlated. The result above shows that there is no relation between income of respondents and purchase decision. Since the p-value  $< 0.05$ , we reject the null hypothesis and accept the alternate hypothesis. It shows that there is a significant relation in income of respondents and purchase decision. The study shows that there is purchase decisions of employees are not influenced by their income levels. Further it is understood that more offers and discounts available on e-commerce website initiates the purchase.

## CONCLUSION

E-marketing plays an important role in today's economy. E-marketing is an easy method of shopping. It has influenced many employees whether in private or public sector. The ads shown in the television are the most influenced medium. The convenience, time saving, price are the some of the factors influenced by the employees for e-shopping. The most of respondents are satisfied with the online marketing. The problems in online marketing is badly affecting in decrease of online shopping consumers

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