

Impact of e-Marketing on Influencing Consumer Purchase decision

¹T.Siva Kumar, ²S.Chandra Sekhar

¹Assistant Professor, ²Research Scholar

Department of Management Studies

¹Harinadha Reddy Institute of Management Sciences, Tirupathi, A.P, India

²Annamalai University, Chidambaram, T.N, India

Abstract: The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The findings revealed that customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase behaviour. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world moving towards digital era, the digital channels play a vital role in increase of sales of any firm's products. So the present study made an attempt to reveal the impact of digital marketing on customer purchase decision and Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out whether the consumers are aware of digital marketing and the digital channels influence their purchase decision. The study is carried out through survey from different respondents. The results of the survey are analysed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to buy shopping goods through digital channels. This report will help to get an idea about digital marketing and how the digital marketing has impact on revenue generation for digital marketing companies

Keywords: Digital Marketing, Consumer behaviour, Purchase decision

INTRODUCTION

In the yester years, people used to go to shops physically in order to buy their living requirements. There are no substantial differences between the antique stores and stores at present. But the world of business experiences a great transformation in various aspects such as location, types of items, services, the nature and activities as well as its mechanisms. However, the trend has been challenged by the popularity of online stores allowing shoppers to shop from the comfort of their homes. This scenario proves that distance is no longer an issue for people to buy and bargain on items or services they want. With online retail currently growing at rates three times faster than overall market and super centre rates, the path to growth has clearly shifted from new store openings to e-commerce

There are many reasons for doing business electronically. E-Commerce has the potential to increase growth rate in trade, create competitive markets, and improves efficient and effective business processes. Both customers and suppliers can benefit from online trading, because it often promises greater market penetration, increased customer response, more flexibility and lower costs. The fact that world is fast dwindling into a universal community for the reason that of Internet and other communication mediums is not completely reflective in the Indian context. Usually the customers used to go to physical stores in order to purchase the goods they want. But now-a-days online shopping is gaining popularity. Hence it is necessary to discover the attitude of customers that might affect online purchasing behaviour. Currently, Indian market is dominated by unorganized players but there is potential in the area of retail players as well. The extended service of the bigger players such as Big Bazaar, Mega Mart etc. into the rural India has enhanced online trading. The marked and rapid increase of upper- middle class people has yielded to a progressive online marketing. This gives enormous opportunities for various sites to get in touch with this segment.

Introduction of E-Marketing: The year 1991 noted a new chapter in the history of the online world where e-commerce became a hot choice amongst the commercial use of the internet. At that time nobody thought that buying and selling online or say the online trading will become a trend in the world and India also will share a good proportion of this success. The Deep Discounted model of Flipkart. The acceptance of the e-commerce on a large scale by the Indian people influenced other business players to try this technique for their E-businesses and gain high profits. Though online shopping has been present since 2000 it gained popularity only with the deep discount model of Flipkart. It re-launched online shopping in India, through Amazon, Flipkart, Jabong, etc. which started hunting India for their business

Current Scenario At early stage online shopping was a medium with fewer options. . The users place an order and pay cash on delivery. Today, online shopping has become a trend in India and the adaptation lies in the attractive online websites, friendly interface, bulky online stores with new fashions, easy payment methods (i.e. secure pay online via gateways like paypal or cash-on-delivery), no bound on quantity & quality, choice of items based on size, color, price, etc.

Online Shopping stores are gaining popularity in India due to absolute convenience, ease of shopping and a fast-growing market. Punexpress.com, Milestore.com, Atadaal.com have already entered the market and they provide discounted product and free home delivery and these stores are targeting the Indian home makers, who move to e-commerce way of shopping. Further, the addition

of discounts, coupons, offers, referral systems, 30 days return guarantee, 1-7 days delivery time, etc. in online shopping, the E-Market have added new flavours to the industry. The Key drivers of Indian ecommerce have been

- Increasing broadband Internet and 4G penetration.
- Growth of Living standards Availability of wider product range
- Busy lifestyles and lack of time for offline shopping
- Increased usage of online categorized sites
- Evolution of the online marketplace model with websites like eBay, Amazon, Flipkart, Snapdeal, etc

OBJECTIVES OF THE STUDY

- To provide a theoretical background of online shopping
- To study the internet shopping and consumers behaviour.
- To examine consumers' attitude towards online shopping.
- To analyse e-marketing objectives with the better usage of e-marketing tools

REVIEW OF LITERATURE

- Fishbein and Ajzen, (1975)² in their article titled, "Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research" focused on the model of attitude change and behaviour of consumer attitudes affected by intention. When this intention is applied to online shopping behaviour, the researcher can examine the outcome of the purchase transaction. Attitude is a multi-dimensional construct. One such dimension is the acceptance of the Internet as a shopping channel
- Study shows by research that online marketing can be done by different online tools like E-marketing, Mobile Marketing, Social Networking Sites, Web Marketing, and E-mails.
- (Dehkordi & Javadian, 2012) E-commerce and E-marketing shows that internet marketing is way easier rather the traditional marketing. It decreases the marketing cost and target marketing increases. They get low cost without physical appearance. Result also show that people feel more relax and comfortable by e-marketing and e-commerce rather than Newspaper, and TV and magazine advertisement.
- Thompson (2005) said that e-marketing has a huge target audience, growing e-technology has a high potential to cut-down the cost and increase revenue-commerce, carry day today activities behaving low cost and shrinking the time for both buyers and sellers. Dealing with different business sectors and departments it unites them at one platform, through internet companies all departments deal with customers at a time. As compare to the old traditional marketing e-marketers has low cost to bear
- Swaminathan, Lepkowska-White, and Rao (1999)¹¹ in their article titled, "Browsers or Buyers in Cyberspace? An investigation of factors influencing electronic exchange" preferred vendor characteristics, security of transactions content for privacy and customer characteristics as factors influencing electronic exchange.
- Ernst and Young (2000)¹⁴ in their article titled, "Global Online Retailing" reported that Internet users purchased online because of better product selection, competitive prices, and ease of use. But they are concerned about shipping costs, lack of opportunity to prior examining the products, as well as, the confidentiality of credit card and personal information.
- Vijayasarathy & Jones (2000)¹⁷ in their paper titled, "Print and Internet catalog shopping: Assessing attitudes and intentions. Internet Research" found that perceived risk influenced both attitudes towards online shopping and intention to shop. However, perceived risk is said to decrease with internet experience.
- Sultan and Henrichs (2000)¹⁸ in their article titled, "Consumer preferences for Internet services over time: initial explorations" reported that the consumers' willingness and preference for adopting Internet as his or her shopping medium is positively related to income, household size, and innovativeness.
- Karayanni (2003)²³ in his paper titled, "Web-shoppers and Non-shoppers: Compatibility, Relative Advantage and Demographics," observed that online shoppers tend to value avoidance of queues, availability of shopping on a 24-hour basis and time efficiency
- Sorce Perotti and Wedrick (2005)³⁰ in their article titled, "Attitude and Age Differences in Online Buying" found that younger consumers searched for more products online and they were more likely to agree that online shopping was more convenient. This study was conducted on behaviour of youth in Malaysia
- Internet is a great marketing tool for nowadays in the marketing purpose. E-Marketing nowadays is a fast growing field for marketing firms. For the global marketing change internet has played a great role in it. Through the research we found that e-marketing effect and increase the sales tremendously. Because of this mostly companies are trading and supplying goods from one country to another. The consumer response changes for buying goods and services through E-marketing techniques. With the help of E-marketing the products of one country can easily transfer to other country

RESEARCH METHODOLOGY

Data Sources:

1. Secondary Data It is the data which has already been collected by someone or an organization for some other purpose or research study. The data for study will be collected from various sources like books, journals, magazines, internet sources, etc. In this study we collected through journals, magazines, sites etc.

Primary Data: it is the data which is collected directly from the respondents through the Survey. It is the fresh data.

Analysis and Interpretation of Data:

For analysing the hypothesis, parametric as well as non-parametric tests will be used in this research. The use of various statistical techniques for analysis of data will be depended upon the type of the data that would be collected. Different statistical tests has to be performed for Nominal, Ordinal and data collected by using likert scale, semantic differential scale etc. Thus the exact statistical

tests would be determined after preparation of data collection instrument and actually data for the research will be collected. SPSS will be used for statistical analysis of data

NEED FOR THE STUDY

Need for the study is to find out the possible solution regarding online marketing solution. The positive impact of e-marketing on consumer buying behaviour and help them in their decision making process. The study will help the business and organization to adopt e-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies. They can easily collect facts and figure from the research paper.

STATEMENT OF THE PROBLEM

Due to the rapid development of the technologies surrounding the Internet, companies which are interested to sell their products through their websites even though buyers and sellers can be thousands of miles apart, may belong to different parts of world, might speak different languages also. Since, the world has shrunk into a global village; Internet is a new virtual medium for so many potential consumers. The online retailers most importantly need to understand the wants and needs of the consumers. The importance of analysing and identifying the factors influencing the consumer when he or she decides to purchase on the Internet is vital because new virtual market will bring significant differences to the consumers, The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people. Analysing consumer behaviour is not a new phenomenon. Many theories have been used for many years not only to understand the consumers' attitude, but also to create a marketing strategy that will attract the consumer efficiently.

Online shopping: Online shopping is the process of buying goods and services from merchants over the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who spend time online. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer

Shopping behaviour: The term 'Consumer's shopping behaviour' refers to the buying behaviour of the ultimate consumer. A firm needs to analyse the shopping behaviour for reasons such as- The marketing concept stresses that a firm should create a Marketing Mix (MM) that satisfies (gives utility to) customers, therefore need to analyze what, where, when and how consumers buy. Marketers can better predict how consumers will respond to marketing strategies.

Consumer attitude: Consumer attitudes are a composite of a consumer's beliefs about, feelings about, and behavioural intentions toward some object--within the context of marketing, usually a brand or retail store

B2C E-Commerce: B2C e-commerce or electronic commerce is used to describe a transaction conducted over the Internet between a business and a consumer for his/her personal use. From the review of previous studies given above, it is found that there are many surveys and studies on consumers' attitude towards online shopping behaviour in general. With the growing trend of E-commerce in the last decade, on-line shopping has come into vogue. Many countries have started online shopping for all durable goods. In India it has not increased to a considerable extent

Advantages of online shopping:

- Online shopping has become a popular shopping method since the internet has declared a takeover. Many individuals are looking for other amazing alternative shopping and online shopping is the fix for that. Because of Online shopping, online stores are a booming business today.
- It includes buying clothes, gadgets, shoes, appliances, or even daily groceries. Listed below are several online shopping advantagesIt makes products easy to find: Online shopping is much easier than the local store. In a store, we have to search for the product in several locations, which is frustrating and time-consuming.
- However, in online we can search for any product by 8 using the website's search feature, and if there is unavailability of products, we can go to another websitesProducts are often more inexpensive: Online Products are cheaper than in stores.
- There are several reasons for this. Online store doesn't have the overhead costs of renting their location and paying for the electricity, AC, cashier, etc. Also, sometimes a product can be much cheaper in another country. Therefore, we can save hundreds of dollars buying things online. It saves time and energy: we need not waste our time going to stores, dealing with crowds, and standing in lines.
- The whole process of shopping from a local store becomes even more time-consuming if we do not have our own car. We can solve all of these hassles by shopping online.
- Shopping online gives us access to a wider range of options: we have great freedom of choice when we shop online and it provides a far wider range of products than in any local store.
- Customers are usually satisfied: Nowadays, shopping online is very reliable. Sellers are held accountable by user feedback and reviews. Even in online stores where we buy from other users, such as eBay, the percentage of satisfaction is very high.
- Support e-business: The progress of online business is actually helping countless people, who cannot afford to buy or rent a shop can easily open an online store and sell items from their homes. This is playing a very important role in reducing the unemployment rate

CONCLUSION

The increase of technologies in the business world marketer's job changes from billboard and print advertisement to more on e-marketing mediums. The design, the target audience specified with the high increase of online marketing, online buying and selling, and online companies web-design. Today's companies focused on designing the web-page for marketing their product rather than

showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time. Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near future the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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