

# CONSUMERS ATTITUDES TOWARDS ONLINE MARKETING

## A Study of Consumer Behaviour

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### ABSTRACT

This study is emphasizes about the online marketing strategies used by the marketers and what is the importance of the online marketing and why nowadays online marketing is so much imperative to attract customers towards the products of the marketers. The key purpose of this study is to examine about online marketing strategies and how's the consumers behave towards the promotional strategies adopted by the marketers. Nowadays mostly all the companies are using Internet as one of the most important tool. The Internet has given a large number of searching options.

The main aim of this research paper is to understand the attitude of consumers towards purchasing goods and services through online. Customer online purchase performance is depending on the consequence of Internet marketing environment, product description and characteristics and also offers provided by the sellers. Proper understanding of customer online shopping activities can help the marketers to do the forecasting about what will be the future growth of online marketing and which are the inputs required for easy online shopping by customers.

Findings of this study will guide online retailers which factors to focus on in order to develop successful marketing strategies for online consumers. This study also provides understanding the need of the government to play a key role in increasing internet usage and provide more secure online transactions by formulating customer friendly laws.

**KEYWORDS:** Consumer behaviour, Online shopping, Internet users, Online marketing

### INTRODUCTION

Online Marketing is one kind of the process which is deliver, create and communicate the value of a product or service and making it relevant to customers so that they are compelled to consider buying a product or a service when they encounter your brand online.

Online marketing is a set of influential tools and methodology used for to promote the products and services through the internet. Online marketing comprise a broad range of marketing component than conventional business marketing due to the extra channels and marketing mechanism accessible on the internet.

Online marketing is delivering reimbursement as a potential growth, reducing in expenses, sophisticated communications, enhanced customer service, provide better control, give competitive advantage. Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM).

The main constraint of online base marketing is no tangibility available it means that customer can not touch and observe the product before giving the order to purchase. But nowadays the people are more interested to opt online purchase option because they do not have to move towards the particular market to purchase a product, they can give the order of the product on one click only and the product will be available at their place.

### REVIEW OF LITERATURE

**Dan Jong Kim, Bongsoon Cho, H. Raghav Rao** (State University of new York Buffalo, U.S.A) these three authors have publish their article in the year of 2000 with the title name **“Effects of Consumer Lifestyles on purchasing behaviour on the internet: A conceptual framework and empirical validation”**. In their article they have focused and concentrated that how the perceived risk and perceived benefit is affects on purchasing behaviour of the consumers. They have conducted the survey on **306 No. of respondents** and frame the hypothesis on the basis of consumer's lifestyles criteria like Price-oriented, Net-oriented and Time-oriented styles of purchasing. **Chi square test** has been used to test the hypothesis. **After testing the hypothesis they conclude that** “The consumers those who are living more net- conscious lifestyle they get more benefits from online purchasing compare to less net-conscious consumers, The customers who are giving more important to price they also get more benefits from online purchasing it means that customers can afford the price to pay for the product while purchasing online, The consumers those who want to save their time by not

going to sellers place and want to get the product at their door step they are getting benefits from online purchasing because they are saving their time which they can utilize in another work. They also conclude that those people who have more disposable income they are mostly involved in online purchasing.

**Mutaz M. Al-Debei, Mamoun N. Akroush & Mohamed Ibrahiem Ashouri**, (2015) from (Department of Management Information Systems, The University of Jordan, Amman, Jordan) in their article "Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality". They conducted the survey on online basis, response has been received from 486 Nos. of respondents from which they have done research on 273 Nos. of people whose questionnaire were properly filled up. Out of 273 No. of respondents 147 were male and 126 were female. The research paper includes the questions on the basis of gender, age, educational level, monthly income of the respondents and marital status. The research paper hypothesis was on the basis of perceived web quality, e-word of mouth (eWOM), Perceived web benefits- online shopping attitudes and Trust. "t" test has been used to test the hypothesis. After testing the hypothesis the authors conclude that Trust is a factor which affects the customers purchase decision and it has a very strong effect on the mind of customer compare to the perceived benefits. They also further conclude that there are two important factors which affects the online purchasing of the customers they are, 1) perceived web quality (customers have good experience while purchasing good qualitable product on online) and 2) eWOM (e-word of mouth) it means whatever the promises has been given to the customers while online purchasing it is to be served to them.

**Joey F. George, Florida, USA** (2004) in his article "The Theory of planned behaviour and internet purchasing" he explained that which are the factors mostly affect on the mind of the customers while they are doing online purchasing. The main purpose of his study is to inspect the relationship between Internet purchasing and belief of the people about the privacy and trustworthiness of the internet. Author has framed seven hypotheses. The data has been collected from 193 Nos. of undergraduate students from southeastern university, USA and data analysis has been done on 100 Nos. of students whose questionnaire were properly filled up. In which 51 were male respondents and 49 were female respondents. Author has used "t" test for hypothesis testing. After testing the hypothesis author has conclude that people are more conscious about the trustworthiness of the internet rather than unauthorised use of personal data provided to the third parties. It means that if the person who wants to purchase on online and if they have a trust on their seller due to some good past experience then they will definitely purchase from the same seller and they have no any kind of negative concern about their private information which they have provided to the third party seller. Also he further given the explanation about his findings that though he has conduct the survey on the college students who are the youth generation and their thinking and beliefs might be different from the other people like job person, house wives, old age people etc. So the conclusion and the result may be different if the data collected from the other people except the students.

## OBJECTIVES OF THE STUDY

- To study and know about the types of online (Internet) marketing.
- To understand about the importance & effectiveness of the online (Internet) marketing strategy.
- To scrutinize the behaviour of customers towards online (Internet) marketing strategies adopted by the marketers through questionnaire.

## Types of online (internet) marketing

### **Pay-Per-Click Marketing**

In such kind of advertising an excellent alternative for companies who have the financial resources and those who can make an investment in order to bring aimed traffic to their websites.

The problem is mainly lies for small companies who are inexperienced with this form of advertising. There is a lot of competition in pay-per click campaigns these days, and it is very easy to waste a great deal of money if you don't have the experience. Many e-commerce stores getting wrapped up in bidding of wars which cost product margins to drop substantially. Therefore, if we are going to give this form of advertising a try, just make sure that we have taken an excellent training course and be ready to investing money in the beginning while we figure out the entire process.

### **Email Marketing**

Email marketing is a marketing of the product through sending a mail to the targeted customers by taking reference from some reliable sources. In such kind of marketing link for the purchase a product also given so that customers can easily purchase a product through online and no need for them to go on particular web site which will time saving for them.

### **Social Media Marketing**

In Social media marketing the tools like social networks & social media websites are used to do the marketing of company's products and services. Such kind of marketing provides company a reference of new customers who are engaged with the present existing customers. A major strategy which is used in social media marketing is to evolve messages and contents that individual users will share with their family, friends and co-workers. This strategy depends on word of mouth and provides various benefits. First, it increases the message's reach to networks and users that a social media manager may not have been able to access otherwise. Second, shared content carries an implicit endorsement when sent by someone who the recipient knows and trusts.

### **Networking Marketing**

This is a business model in which distributors network is required to construct the business. Frequently such business is also known as multilevel marketing. Mostly all network marketing programs ask participants to hire other sales representatives.

It is one kind of straight selling process in which independent-agents are serving as distributors of the goods and services and are encouraged to build and systematize their own sales force by the process of recruitment and giving training to other independent agents. In this process, commission is earned on the agent's own sales income and also on the sales income of his sales-force team recruited by the agents and their recruits.

### **Community and Relationship Building Marketing**

In such kind of strategy it involves forming an engaging brand presence with the intention of interacts with a community of existing customers. Such kind of marketing happens in places like interested groups, people using face book, online messages and Twitter accounts. This community will give a position to create the needs of the members to be known and give companies the chance to reply and make them feel predominant which they are. While other areas of marketing, like advertising and public relations, generally focus on adding new customers, community marketing emphasizes the relationship with the customers that a brand already has.

### **Location Marketing**

Location-based marketing (LMS) is a straight marketing strategy that uses a mobile device's location to alert the device's owner about an offering from a near-by business. Location-based alerts are delivered to the smart phones through SMS with text message. An alert includes data about a local business deal or comprise a purchasing inducement, like discount coupon code. Location-based marketing is required or those end users who are targeted and selected. The selection process usually happens when the end users will download a mobile app and responds "ok" to the app's request to use the device's current location.

### **Affiliate Marketing**

Mostly such kind of marketing is known as advertising model where a company will pay remuneration to third party publishers to generate traffic or leads to the company's manufactured goods and service. Such kind of marketing is the most popular way by which people make money on online. This is a strategy where individual partners with a business for to get commission by referring readers or visitors to a business's for particular product or service.

### **Content Marketing**

Content Marketing is a type of marketing that involves the creation and sharing of online substance like social media posts, videos, and blogs which doesn't denotatively promote a brand but is intended to stimulate interest in its products or services.

Content marketing is known about to get the right information from the right audience at the right time. It will make grow of particular brand and promote relationships, with the depth and visibility we need to get success in today's marketplace. So many options are available to create various content and a customized strategy but content marketing will be a perfect one.

### **Importance & effectiveness of the online marketing strategies**

#### **Cost Effective**

Online marketing provides the most affordable ways for businesses to promote their goods and services. It is usually less costs strategy to set up for a website and make stronger online presence with marketing strategies such as social media marketing in comparison to traditional marketing.

It's providing a cost effective substitute for a solutions of traditional marketing. Social networking campaigns, for example, have the potential to send out marketing messages to several consumers at a much lower cost than an offline marketing campaign.

#### **Tracking and Monitoring**

Handling your marketing efforts online makes it easier to track and monitor your progress. Instead of carrying out costly market research, real time viewing of how your customers respond and measuring campaign success can help you work out your next strategy.



### **Wider Reach**

It's Include online marketing in overall strategy which gives an access to more no. of people those who are using internet on daily basis. A business which doesn't acquire the changing marketing scenario it will become harder for them to retain their position in the competitive market. Today because of the use of internet almost all the businesses reach on a global scale. The use of Internet marketing has open new doors and opportunities for small kind of businesses so that they can also reach to more & more customers throughout the world.

Because of the online marketing marketers can easily access their customers in a variety of ways while providing more products or services to them. Because of advance technology the ability to reach near to customers become very easy today for the marketers.

### **More Interaction**

Conventional marketing techniques are associated with a one way mode of spreading the message about brands while online marketing encourages interaction. Increased interactivity makes it possible for companies to get responses from consumers and be more adaptive.

Database services are available to ease database management to get applications to market faster. Certified and skilled DBAs design infrastructure according to your requirements to ensure optimal performance of your applications. Specializing in various types of databases provides expertise and timely solutions. With expert database management, you will have more time for other functions that will improve your business.

### **Faster Impact**

Online marketing has the ability to make a direct and faster impact. It makes it possible to move from viewing products to purchasing them quickly. With the click of a button you can make bookings to try out products or order the latest device on the market. Such acquisitions can be made regardless of the time or location and enables business to function on a 24 hour basis. The internet speeds up the buying process and yields faster returns for businesses.

### **Increase Awareness and Convenience**

To starting online marketing campaign will help you to increase awareness for your brand on online market. During searching on a site by visitors for products, customers get the chance to find you and what the offers you are providing. Most of the customers prefer to make online purchases. This is attributed to the factors like excited schedules and the convenience to become able to get what is your need on online market. Owner of the business should have to take an advantage of increasing in online purchases by making it possible for customers to directly access which are their needs.

### **Traffic and Sales**

While using high quality content or social networking as a marketing technique will make more traffic to your site. Due to increase in the number of users those who are visiting your site are increases the scene of sales. It will generate more interest in your business. Impulse purchasing will increase while the customers will be enabled to buy what they want on online instead of restrictive them to being physically present at your business place. This will boost effectively for your business and make your marketing efforts valuable.

### **Accessibility**

A busy lifestyle of the people can influence whether the customers are able to go for shopping during the normal business hours. Online marketing strategy is giving an option to the customers to go online to find out what they need, from which place and at what time they want the product.

### **Customized Strategies and Ongoing Communication**

To do online marketing will enable companies to customize their messages according to the target market. The strategies will help you to structure your promotions in such a way that will make the target audience approachable. Successful online marketing campaigns will incorporate different ways for customers to keep in touch with the business.

## **RESEARCH METHODOLOGY**

### **Sample Size**

The study focuses on primary data collected through questionnaire which comprised close-ended questions only and secondary data collected from various books, National & International journals, Publications from various websites and journals which focused on various aspects of consumers' attitudes towards online marketing. In this research paper questionnaire prepared and survey taken from 60 respondents.

### **Questionnaire Design**

The questionnaire is carefully designed to meet the requirements of the research. The questions were asked which can be easily answerable and the respondents would like to give the answer of the questions.

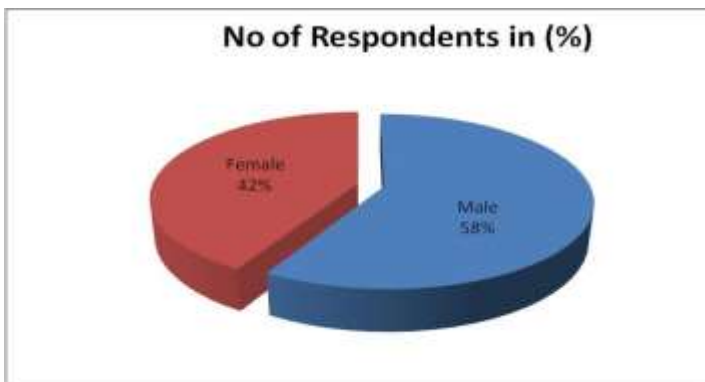
## HYPOTHESIS

**H0:** In Surat city people are not giving more importance to the price of the product than reliability of the product while doing online purchasing

## DATA ANALYSIS AND INTERPRETATION

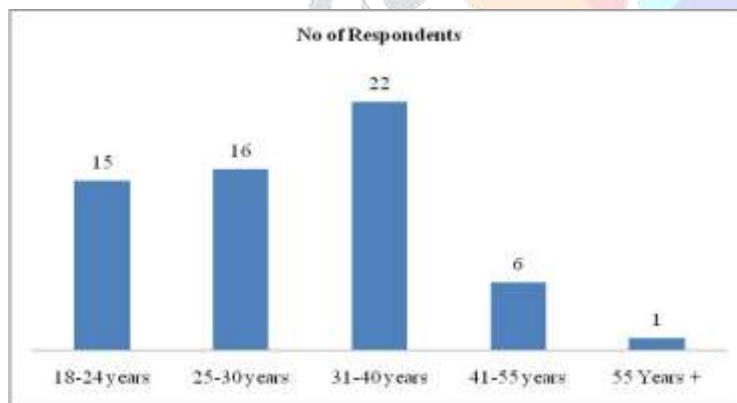
Data analysis and the interpretation has been done through the questionnaire which is as follows.

### 1. What is your gender?



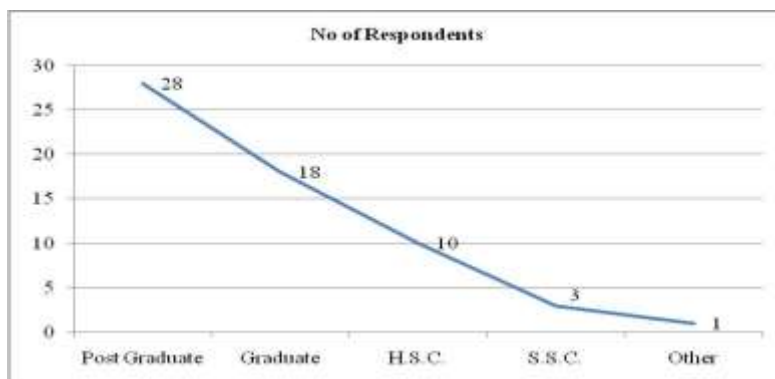
In this research paper survey has been conducted on 60 nos. of people in which 35 respondents are male and 25 respondents are female.

### 2. What is your age?



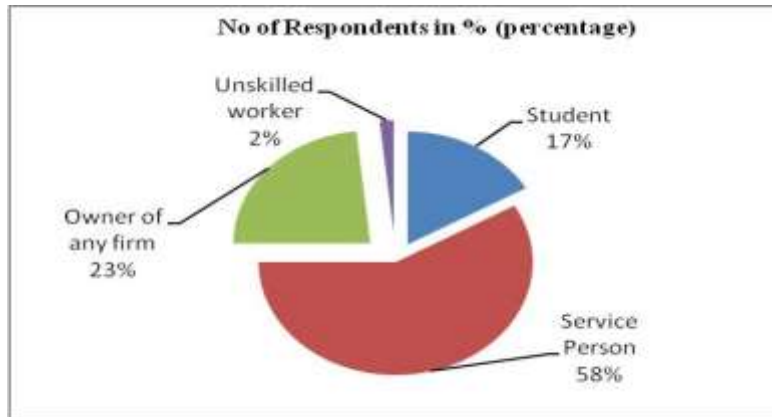
According to the age wise, the people whose age is between 31-40 years are most computer users compare to the other age criteria, so we can say that whose age is between 31 to 40 years they are frequent users of the internet services.

### 3. What is your Qualification?



Through this research and the data gathered it has been noted that the post graduate people are the most users of the internet compare to the graduate people and the other category of education streams. Because mostly they have to do the work on preparing a thesis, presentations, projects, etc.

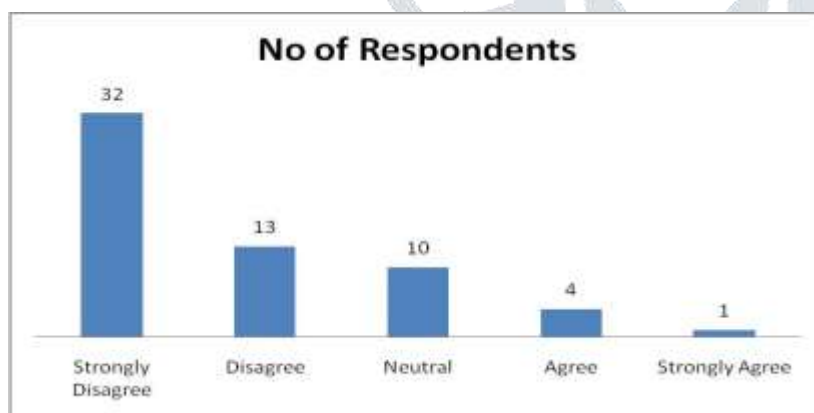
#### 4. What is your occupation?



The data collected in which most of the respondents are service person (58%) compare to the other category of the occupations and the least were the unskilled workers (2%).

#### 5. Do you think that the Product risk is involved in online purchasing? How much you are agreed on this statement?

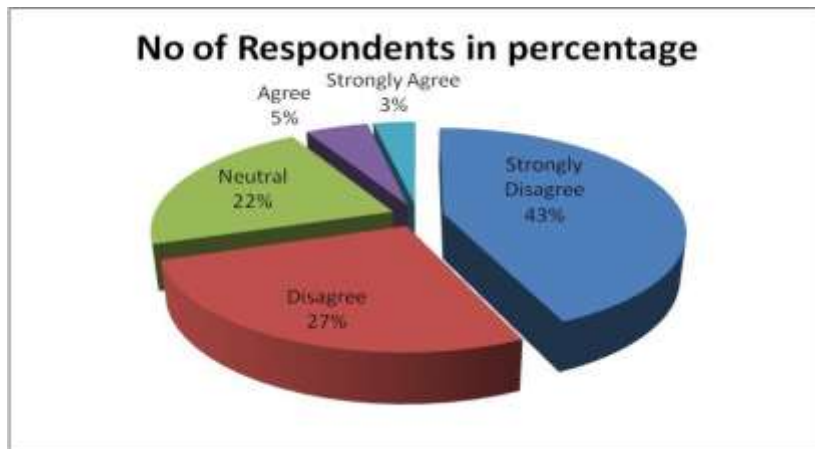
Particular	No of Respondents
Strongly Disagree	32
Disagree	13
Neutral	10
Agree	4
Strongly Agree	1
<b>Total</b>	<b>60</b>



When the question has been asked to the respondents about the product risk involved in purchasing, 32 people were replied negatively against this question. It means that they have very good experience about the online purchasing and the product for which they have given order they received the same in good condition. While only 1 person replied positively against this question and he was strongly agree about the product risk involved in online purchasing, because he faced worst experience by doing online purchase in past.

**6. Do you think that Trust & Security risk is involved in online purchasing? How much you are agreed on this statement?**

Particular	No of Respondents	Percentage (%)
Strongly Disagree	26	43
Disagree	16	27
Neutral	13	22
Agree	3	5
Strongly Agree	2	3
Total	60	100



Against the above question 43% people were strongly disagree, they replied according to their online purchase experience and they believe that there is no any kind of trust & security risk is involved while purchasing through online. 27% people were disagree. 22% people were neutral, which shows that neither they are strongly disagree nor strongly agree. 5% people were agreed and 3% people were disagreed and they believe that trust and security risk is involved in online purchasing.

**7. Keeping into consideration that you have to shop online, which of the following situations do you consider?**

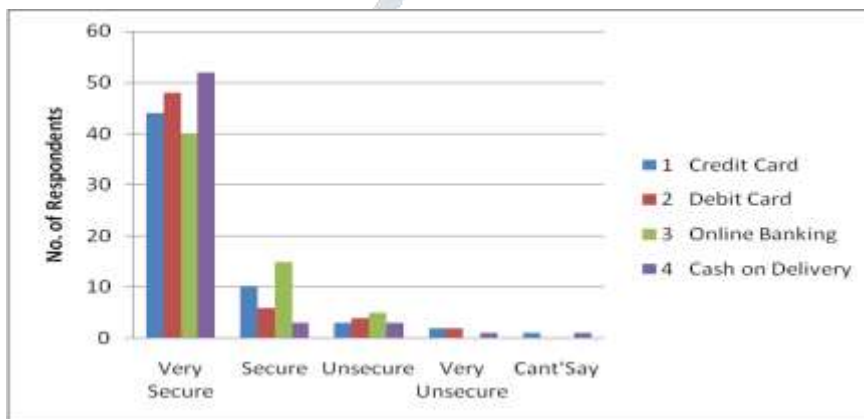
Online Web Services	Very Important	Not Important	Total
Security of the payments	52	8	60
Confidentiality of personal information	55	5	60
Integrity of the online retailers related to return and refund policies	48	12	60



Above chart shows that which kind of security expectations people have while doing online purchasing. 52 Nos. of people wish that there should be a high security of the payments should be there. While 8 No. of people are not that much serious about the security of their online payments. 55 Nos. of people want that their personal information should not be disclosed to any one and there should be no any misuse of their personal information by any third person. While 5 No. of people replied that confidentiality of their personal information is not important for them. 48 nos. of people are very active and so conscious about the product they have purchased and they wish that there should be the integrity of the retailers regarding the return and refund policies. While 12 Nos. of people do not take any interest in return and refund policies.

#### 8. How do you feel about the security aspects related to following modes of online payments?

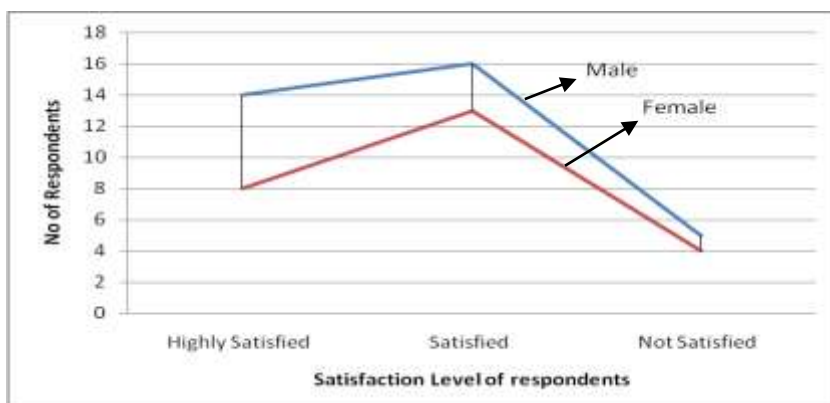
Sr No	Payment Methods	Very Secure	Secure	Unsecure	Very Unsecure	Cant'Say	Total
1	Credit Card	44	10	3	2	1	60
2	Debit Card	48	6	4	2	0	60
3	Online Banking	40	15	5	0	0	60
4	Cash on Delivery	52	3	3	1	1	60



By evaluating the above question, today most of the people would like to take a delivery of their ordered product on cash on delivery basis. Because of this option they feel very happy that they can do the payment after the product received at their door step. 52 Nos. of people replied that cash on delivery option is very secure payment mode for them. Secondly 48 Nos. of people would like to purchase through their debit card. 40 Nos. of people are interested to do purchasing through online banking while 44 Nos. of people think that payment through credit card is very secure mode of payment for them.

#### 9. What is your satisfaction level by doing online purchasing?

Gender	Highly Satisfied	Satisfied	Not Satisfied	Total
Male	14	16	5	35
Female	8	13	4	25
Total	22	29	6	60





Above chart explains that in a mail category 40% of male are highly satisfied by online purchasing service, 46% are only satisfied and the rest of 14% male are not satisfied. While in female category 32% of female are highly satisfied, 52% female are satisfied and 16% female are not satisfied with online purchasing.

**10. How much importance you are giving to the price of the product than realibility of the product while doing onling purchasing?**

Gender	More important	Important	Not Important	Not more Important	Total
Male	10	14	8	3	35
Female	8	10	5	2	25
Total	18	24	13	5	60

In above giving table total 18 Nos. of respondents giving more importance to the price of the product than reliability of the product, which shows that they are very conscious about the price while doing any kind of online purchasing. 24 Nos. of respondents replied that price is important factor for them while doing online purchasing including 14 male and 10 female. 13 Nos. of people replied that price is not an important factor, while 5 people replied that price is not more important for them it means they are giving more importance to the reliability of the product than price of the product.

### Testing of Hypothesis

Hypothesis has been tested on reply of the respondents from Que. No 10 (By using Chi square test).

$\chi^2$  Calculated Value = 0.1182, Degree of Freedom = 2, P-value = 0.9426, Where, P-value > 0.05 (At 5% level of significance),  
0.9426 > 0.05

**H0 is accepted because the P-value is greater than 0.05 (Significance Level.)**

After the analysis, interpreting the data and testing of hypothesis it is concluded that the null hypothesis is accepted. Hence, it is proved that in Surat city people are not giving more importance to the price of the product than reliability of the product. It shows that in surat city people are more conscious about the durability & reliability of the product. People are ready to pay for the product but the product should be reliable, it means whatever the promises has been given to them by the online sellers about the product at the time of online purchasing it should be fulfilled.

### FINDINGS & CONCLUSION

Nowadays online (Internet) shopping is becoming more and more popular day by day with the increase in the usage of Internet. Today to understand the consumer needs for online trade has become a challenging task for all the marketers. Specially to understand the customer's attitude towards online (Internet) shopping which will be helpful for the marketers to enlarge the competitive benefit over the others. Therefore this study has focused mainly on two study questions, like 1) which are the factors which influencing customers to shop online and to see what factors are most effective for Surat District online shoppers. 2) Who are the online (Internet) purchasers in the terms of demography. The conclusion of this study will give a clear and broad picture to online retailers and it will help them to understand the exact factor which affects consumers to shop online, so they can construct their strategy to cater online Purchasers in Surat District.

In this research it has been found that in recent years a rapid development in e-commerce industry has been done. Online retail competition is increasing day by day with it online consumer expectations and to provide best to their customers So, it is becoming necessary for the online sellers to provide a strong online (Internet) shopping experience to the online purchasers.

The findings of this research through questionnaire will be helpful for the researchers for their related research study.

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