

# CONSUMER PERCEPTIONS TOWARDS E-MARKETING IN KALABURAGI CITY: A SAMPLE SURVEY

**Dr. Laxman. T**

Assistant Professor,

HKES's Smt. C.B. Patil Arts and Commerce Degree College  
CHINCHOLI, Dist: Kalaburagi

**Dr Ravi B**

Asst Professor,

Govt First Grade College for womens, Chamrajpet  
Bangalore

*Abstract: In India, e-marketing is gaining popularity among common people. The customers think that e-marketing provide good products, helps to compare products and prices, home delivery, etc. Earlier, customers were not believed to telemarketing, which was predecessor of e-marketing, but now, e-marketing is widely used to purchase products online. Customers are ultimate users of the products, based on their perceptions, the goods are produced and marketed. Hence, it is essential to analyze the consumers' perception towards e-marketing and for this purpose; the present study was made in Kalaburagi city of Karnataka. Totally, 125 customers of e-marketing were interviewed to collect the primary data. It is concluded that, almost all customers are satisfied with the e-marketing as it helps to provide good quality products at fair prices with on time home delivery.*

**Key words:- e-marketing, customers, Product, analysis, Telemarketing, Perceptions, .**

## Introduction:

Electronic commerce or e-commerce refers to a wide range of online business activities for products and services. It also pertains to "any form of business transaction in which the parties interact electronically rather than by physical exchanges or direct physical contact." A more complete definition is: E-commerce is the use of electronic communications and digital information processing technology in business transactions to create, transform, and redefine relationships for value creation between or among organizations, and between organizations and individuals (Chanana and Goele, 2012).

E-marketing refers to the use of the Internet and digital media capabilities to help sell your products or services. These digital technologies are a valuable addition to traditional marketing approaches regardless of the size and type of your business. E-marketing is also referred to as Internet marketing (i-marketing), online marketing or web-marketing. As with conventional marketing, e-marketing is creating a strategy that helps businesses deliver the right messages and product/ services to the right audience. It consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers (Devgun and Agarwal, 2014).

E marketing has universal applicability. It permeates all kinds of business namely, agricultural, industrial, medical tourism, governance, Education and so on. Some of the common applications of e-marketing are: Document automation, payment systems, content management, group buying, Online banking, shopping and order tracking, Teleconferencing, Electronic tickets which have become common with large and small businesses alike. India is one of the world's fastest growing e-commerce market. This growth story is the result of increase in the number of internet users. Internet users in India were estimated to be 300 million in 2014. India has an internet user base of about 250.2 million as of June 2014. The penetration of e-commerce is low compared to markets like the United States and the United Kingdom. India's e-commerce market was worth about \$3.8 billion in 2009, it went up to \$12.6 billion in 2013 (Kosgi, 2015).

Consumers are significant part of business activities including marketing. Hence, they must favour e-marketing for overall development of business activities of dealers in electronic market. For this purpose, the consumers must be satisfied and it is essential to know their needs while purchasing of different goods through e-marketing. Though, e-marketing has developed worldwide, still its popularity is not enough in backward areas like Hyderabad-Karnataka region. Hence, a market survey was made to assess the customers perceptions towards e-marketing in Kalaburagi city, which is head quarters of Hyderabad-Karnataka region.

## Objectives:

The present study is made:

- ❖ To look into the age-wise interests of e-marketing customers;
- ❖ To study the types of products ordered online by customers in Kalaburagi city;
- ❖ To find out the reasons for e-marketing by customers; and
- ❖ To know about the customers' satisfaction towards e-marketing.

**Methodology:**

The present study was begun with literature search and the author searched research journals and web sites to get information on e-marketing. Based on the information, it is decided to collect the primary data from customers, who ordered and got products from different online dealers. For this purpose, the author collected names and addresses of such customers from Courier offices, who deliver the products to customers. Further, the author interviewed the customers by visiting to their houses. The survey was begun in November 2015 and it was completed in January 2016 and totally 125 customers in Kalaburagi city were interviewed. The collected primary data on the customers purchasing interests is analyzed and discussed as under.

**Analysis and Discussion:**

e-marketing has become so popular even the people from villages and towns are purchasing many of the products. As discussed above, the primary data was collected from the customers who were ordered products online. It is essential to know the age-wise interests of customers in e-marketing and the age of the respondents is as under.

Table No. 1. Age-wise Distribution of Customers

Particulars	Frequency	Percentage
Less than 20 Years	21	16.8
21-30 Years	53	42.4
31-40 Years	36	28.8
41-50 Years	11	8.8
More than 50 Years	04	3.2
Total	125	100

e-marketing is so popular among the present youth as above table revealed that, considerable majority that is, 53 (42.4%) of the respondents are in the age group of 21 to 30 years followed by, 36 (28.8%) are in the age group of 31 to 40 years, 21 (16.8%) are of less than 20 years, 11 (8.8%) are between 41 to 50 years and the remaining only 04 (3.2%) are of more than 50 years respectively.

The nature of products plays significant role in determining marketing interests of online customers. It is observed that mobile phones, laptops, television, DVD players, apparels, cosmetics, etc. are most popular products ordered by the customers. Following table disclosed the nature of products ordered and get delivered.

Table No. 2. Nature of Products Ordered

Particulars	Frequency	Percentage
Mobile Phones	71	56.8
Laptops	12	9.6
Toys	18	14.4
DVD Players	06	4.8
Television	--	--
Medicines	07	5.6
Any Other	11	8.8
Total	125	100

It is highlighted from the above table that, majority that is, 71 (56.8%) of the respondents were ordered and got mobile phones online, 12 (9.6%) have purchased laptops, 18 (14.4%) have purchased toys, 06 (4.8%) were purchased DVD players, 07 (5.6%) have purchased medicines and 11 (8.8%) were purchased other products such as cooking utensils, apparels, rudraksha, etc. Hence, it is summarized that mobile phones are of greater interests of online customers.

Of course, Kalaburagi city has show room and authorized dealers for many of the mobile phones, televisions, DVD players, toys, etc that are purchased by online customers. Still, there is increasing interests of customers of Kalaburagi city for e-marketing. In this respect, the reasons furnished by the respondents for e-marketing are shown as under.

Table No. 3. Reasons for e-Marketing

Particulars	Frequency	Percentage
Economical Prices	92	73.6
Online Products are Qualitative	18	14.4
Influenced by Advertisements	20	16.0
Not Available Locally	31	24.8
Any Other	07	5.6
Total	125	100

Above table made it clear that, a few of the customers have given more than one reason for purchasing products online. Particularly of all the respondents surveyed, 92 (73.6%) have expressed that due to economical prices, they are marketing online, 18 (14.4%) have felt that online products are qualitative, 20 (16.0%) have mentioned that they are influenced by advertisements, 31 (24.8%) have stated that the products which they were purchased are not available locally and 07 (5.6%) have also given other reasons such as door delivery, etc. Hence, it can be concluded that lower price is major factor for purchasing products online.

It is noted that many customers also give importance to dealers of different products, while ordering online. Depending on delivery, qualitative products, reasonable prices, etc, the customers support and given positive opinions to different dealers and in this regard, the dealers from whom the products were purchased are as under.

Table No. 4. Dealers Ordered

Particulars	Frequency	Percentage
Flipkart	27	21.6
Snapdeal	22	17.6
Amazon	25	20.0
Croma	11	8.8
Any Other	40	32.0
Total	125	100

It is revealed from the above table that, among all the respondents surveyed, 27 (21.6%) have ordered products from Flipkart, 22 (17.6%) have ordered products from Snapdeal, 25 (20.0%) have ordered products from Amazon, 11 (8.8%) have ordered from Croma and 40 (32.0%) have ordered products from other dealers.

The customers' satisfaction is essential with regard to after sales service for the products purchased and quality assurance is also needed. Hence, the customers' satisfaction with regard to after sales service for the products is shown as under.

Table No. 5. After Sales Service

Particulars	Frequency	Percentage
Fully Satisfied	68	54.4
Somewhat Satisfied	31	24.8
Not Satisfied	26	20.8
Total	125	100

It is observed from the above table that only 68 (54.4%) of all the respondents are fully satisfied, 31 (24.8%) are somewhat satisfied and 26 (20.8%) are not satisfied on after sales service for the products purchased.

It is essential to look into the feedback of the respondents on whether the online products are better or the products purchased in the local market are better in terms of price, quality, after sales service, etc. The collected primary data is as under.

Table No. 6. Better Market

Particulars	Frequency	Percentage
Online	49	39.2
Local	20	16.0
Depending on Products	56	44.8
Total	125	100

Above table made it clear that, 49 (39.2%) have agreed that online market is better, whereas 20 (16.0%) have felt that local market is better and 56 (44.8%) of the respondents have opined that the choice of market is depending on the type of products to be purchased.

### Conclusion:

From the above discussion, it is clear that more and more customers showing interests on e-marketing. The reasons for the same are qualitative products at economic prices with on time home delivery. Of course, e-marketing is suitable for electronic and such other durable and portable goods, but not for all the products. Though earlier the customers were not believed in e-marketing, now due to services provided by online dealers, majority of the customers of young and middle aged are interested towards e-marketing rather than purchasing at local market. As discussed above, almost all the customers are satisfied with the products, which they were purchased online.

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