

TITLE: AN EMPHERICAL STUDY ON PERFORMANCE OF ONLINE MARKETING – COMPARATIVE ANALYSIS

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ABSTRCTS:

The present study examined the Buying practice on Online marketing of people and their attitude towards the use of Online marketing for buying the good through online. It has been found from the study that the Buying practice of people in Hubballi about Online marketing is significantly high and at the same time profession also has significant association with Buying practice about Online marketing. Male consumers have better buying practice about Online marketing compared to female. The use of Online marketing for buying is significantly high in Hubballi compared to Haveri.

KEYWORDS: Online marketing, Buying practice and online

INTRODUCTION:

Internet and Online marketing in India:

There are many pre-requisites for effectiveness of online marketing and one among them is use of smart phone with access to internet facility. In India, as per the World Bank study, during 2014 there were about 198 million people (16 percent of the population) use internet facilities. In the same period, there were about 140 million people (11 percent of population) use smart phones. During 2015, 'as per the information provided by we are social' There are about 134 million people (10 percent of the population) are active Online marketing users in India, which is the considerably good number. In the same year there were 97 million people (8 percent of population) are active Online marketing users accessing mobile.

Out of 134 million people those who are using online marketing; 68 million of male and 21 million of female have been using smart phones. 13 million of male and 4.1 million of female have been using featured phone. 6 million of male and 2.2 million of female have been using tablet. Hence, online marketing has become one of the powerful platforms to influence the attitude people.

Online marketing usage continues to grow around the world with global penetration rates of more than 30 percent and facebook has been continued to be dominate the global landscape of online marketing.

Percentages of internet users who also claim to have used different online marketing platform are presented bellow;

- Facebook – 53 percent (Social network)
- Whatsapp – 44 percent (Messenger)
- Google+ - 40 percent (Social network)
- Twitter – 34 percent (Social network)
- LinkedIn – 29 percent (Social network)
- Instagram – 19 percent (Social Network)
- Wechat – 18 percent (Messenger)
- Pinterest – 17 percent (Social Network)
- Tumber – 12 percent (Social Network)
- Snapchat – 11 percent (Messenger)

Online Buying Mechanism:

There are three major Online marketing based online buying platforms; plifkart, snapdeal and Amezone. Apart from these platforms one may directly purchase directly from the host of product or service provider or seller. In India, Plifkart and snapdeal are more active platforms. People as well as organizations and institutions do buy commodities by using plifkart and snapdeal. Amezone is not much popular in India like America. However it is increasing its share in India. To buy a service they directly contact the portal of the host of the service with the help of internet (Park, Kee, & Valenzuela, 2009). Accordingly, the products are buying by using Online marketing platforms and services are buying directly from the service provider by using internet. After studying the many conceptual and theoretical works, the functional form of online buying mechanism has prepared and presented in the following chart.

REVIEW OF LITERATURE:

Ilkka Ruotetsaari in the article entitled “Governance and Political Consumerism in Finnish Energy Policy-Making” analyzed energy consumerism issues. Author has used secondary data for the Analysis and used structural techniques. Author found that consumption choices are at least partly consciously political decisions. It is evident that a more elaborate analysis of this aspect of political consumerism is warranted. Authors have suggested that well-off people can influence energy policy making through political and other formal institutions, where they are not dependent on political consumerism as which as disadvantaged people and need to redesign it (Ilkka, 2009).

Millissa F.Y. Cheung, W.M. To in their article “Service Co-creation in Online marketing: An extension of the Theory of Planned Behavior” have analysed the co-creation strategies for effective use of

Online marketing for marketing. Authors have used secondary data for the analysis and used improved analytical techniques. Authors found that perceived usefulness was a key determinant of attitudes toward co-creation in online marketing and that consumer involvement was a moderator of the link between perceived usefulness and attitudes toward co-creation in Online marketing. In addition, consumer attitudes toward co-creation in Online marketing, subjective norms, and perceived behavioral control were found to positively influence consumers' intention to co-create, which lead to a higher level of co-creation behavior in Online marketing. These findings open a new avenue of research on how customer co-creation can take place through the interactive effect of perceived usefulness and customer involvement in online marketing. The findings of this study have several managerial implications. Given that perceived usefulness is a salient predictor of consumer creation, and future studies could test whether and to what extent do the degree of customer engagement moderates the link between perceived usefulness and attitude toward co-creation in Online marketing (Millissa F. Y.Cheunga, 2016).

Hofacker C.F. and D Belanche in the paper “Eight Online marketing Challenges for marketing Managers” have analyzed the challenges of Online marketing marketing. Authors have found that the liquefaction of the economy adjusting to reactive marketing management how to manage customer creation and engagement how to manage multi sided markets adjusting to the changing customer purchase survey. Authors have described eight Online marketing challenges for marketing managers and add a number of questions that academic research orch should explore in order to contribute to the development of Online marketing for effective marketing (Belanche & Hofacker, 2016).

Blandina Sramova in his paper entitled “Media Literacy and Marketing Consumerism Focused on Children” has analyzed social and behavioral issues. Blandina Sramova has used secondary data information for this analysis and used descriptive and analytical techniques. Author found that the importance of developing media literacy with children and is focused on marketing targeted children. The study is based on Piaget’s Theory of Cognitive Development. According to author, the high levels of materialism found advertisement negatively influence children’s self-esteem, and increasing media literacy both within families and in schools by means of media literacy education (Sramova, 2014).

METHODOLOGY:

The present study is based on primary data collected from two area wise of Karnataka namely; Hubballi and Haveri. Data collected from 45 customers from each Place by giving equal weight. Questionnaire was used for enumeration of data. Questionnaire adopted two point scales. Raw data processed and presented in the form of cross tabulation. Chi-square test applied to test the association between dimension and opinion. Association accepted or rejected at five percent level of significance.

RESULTS AND DISCUSSION:

Online marketing and Prospective practices of online buying system have been analyzed in this section and to examine the association of region wise (district) profession and gender wise opinion of the respondents.

Table 1: District-wise Online Buying Attitude**(In Numbers and Percentage)**

Opinion about Online Buying			District		Total
			Hubballi	Haveri	
No	Count		32	38	70
	% within District		71.1%	84.4%	77.8%
Yes	Count		13	07	20
	% within District		28.9%	15.6%	22.2%
Total	Count		45	45	90
	% within District		100.0%	100.0%	100.0%
Chi-Square Value: 4.629			DF: 1	Sig: 0.031	

Source: Field study data computed by researcher.

Use of Online marketing for buying is differs based on the features of the regions. Accordingly, the level of use of use of Online marketing for buying has estimated and presented in the above table. It has found from the above table that in the study area, 22.2 percent of people have been using online marketing for buying. The use of Online marketing for buying in Hubballi was 28.9 percent and the use of Online marketing for buying in Haveri was 15.6 percent. It has been found from the chi-square analysis that there is association between regions and level of use of Online marketing for buying at five percent level of significance. Therefore, the level of use of Online marketing for buying is significantly high in Hubballi compared to Haveri.

Table 2: Profession-wise Online Buying Attitude**(In Numbers and Percentage)**

Opinion about Online Buying			Profession			Total
			Officials	Business	Others	
No	Count		24	22	25	70
	% within Profession		80%	73.3%	83.3%	77.8%
Yes	Count		04	08	05	20
	% within Profession		20%	26.7%	16.7%	22.2%
Total		Count	30	30	30	90
		% within Profession	100.0%	100.0%	100.0%	100.0%
Chi-Square Value: 2.379			DF: 02		Sig: 0.304	

Source: Field study data computed by researcher.

Use of Online marketing for buying is also determined by profession of the people. Accordingly, the level of use online marketing for buying has estimated and presented in the above table. It has found from the above table that the use of Online marketing for buying among officials was 20 percent, use of Online marketing for buying among business people was 26.7 percent and the use of Online marketing for buying by others was 16.7 percent. It has been found from the chi-square analysis that there is no association between profession and level of use of Online marketing for buying at five percent level of significance. Therefore, the level of use of Online marketing is significantly differs based on profession of the people.

Table 3: Gender-wise Online Buying Attitude**(In Numbers and Percentage)**

Opinion about Online Buying			Gender		Total
			Male	Female	
No	Count		33	37	70
	% within Gender		73.3%	82.2%	77.8%
Yes	Count		12	08	20
	% within Gender		26.7%	17.8%	22.2%
Total		Count	45	45	90
		% within Gender	100.0%	100.0%	100.0%
Chi-Square Value: 2.057			DF: 1	Sig: 0.151	

Source: Field study data computed by researcher.

Gender is also one of the factors which influence the use of online marketing. Accordingly, the level of use of Online marketing for buying has estimated and presented in the above table. It has found from the above table that the use of Online marketing for buying by male was 26.7 percent and the use of Online marketing for buying by female was 17.8 percent. It has been found from the chi-square analysis that there is no association between gender and level of use of Online marketing for buying at five percent level of significance. Therefore, the level of use of online marketing for buying is not significantly differ by gender.

Conclusion:

There is no profession based variation and gender sensitivity in use of Online marketing for buying. Hence, region, occupation and gender are the significant factors in determining the buying practice about online marketing and use of Online marketing for online purchase has been significantly determined by region. Profession and gender are neutral in determining the use of Online marketing for buying. Therefore, while preparing the strategies for promotion and marketing of the product through Online marketing, companies needs to concentrate on specific region and its specifications and dimensions.

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