

INFLUENCE OF E-MARKETING ON CONSUMERS PURCHASE DECISIONS

Mr Sumit Kasana

Student

Uttaranchal University

ABSTRACT

The upcoming market will be of E-marketing assuredly, as it is inexpensive, quick and give reliable information on time. In the dicey and dynamic environment, customers rely upon online shopping rather than reading newspapers or magazines. Consumers are not in habit of buying the same brand anymore, so with the help of online marketing, company's modernize their way of marketing and give updates of their commodity or services to maintain loyalty with their customers. For stability in their business world, companies should acquire e-marketing, e-buying and e-selling. In this article the perception of the Dehradun customers is being studied about identify the factors of E-Marketing which affects decisions of consumers and the impact of E-Marketing on consumer purchase decisions. Therefore a sample of 100 was taken and the primary data was gathered through structured questionnaire. The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. ANOVA, regression and multiple response are used in this study. Therefore the study stated that in Dehradun majority of the customers out of the sample find online shopping relevant and motivating and it also affect their buying behaviour regarding purchasing the product online.

Keywords: E-Marketing, Online Shopping, Consumer purchase decisions, Content writing, Ad words.

I. INTRODUCTION

E-Marketing refers to the use of the online network and digital media capabilities to assist sell your merchandise or services. These digital automation are a worthy addition to classical marketing approaches regardless of the size and type of your business. E-Marketing is also referred to as internet marketing, digital marketing and web marketing. Emarketing using digital tools and marketing is nothing more than communicating value to your customers. It is a technique that makes use of electronic devices like desktops, laptops, phones and tabs. We focus on various internet medium for digital marketing.

E-marketing provides customers with a lot of convenience and a lot of more competitive costs, and it allows businesses to cut back operational prices. As businesses supply e-marketing and online shopping, customers will get market data from their computers or mobile phones and purchase goods or find any services without going outside from their home twenty-four hours a day and seven days a week (24/7). They can read ads on the Web or from e-mail, get e-coupons, view pictures of goods, compare prices, and make purchases with a few clicks of their mouse, saving the time and cash. At the constant time, ebusinesses will cut back prices in distribution channels and physical store area and so pass the savings on to customers.

II. LITERATURE REVIEW

(Ms.K.Sangeetha(2016)) The researcher said that E-Marketing has appeared as one of the most new mediums for organizations to market various products and services. It can be the skill to identify and understand the needs of a customer and make solutions that provides satisfaction for the customers, profits towards the manufacturers and benefits towards the stakeholders.

(Krishnamurthy & Sin, 2014) He stated that Social websites have massive target market and audience. Large amount of viewers and users all around the world. They mostly gather knowledge of a product which have been marketed through the medium of Facebook, YouTube videos, and other social websites.

(Sen & Argha, 2014) The researcher said that as we all are well-know about the fact that technology gives the opportunity to make a survey before buying the product or services. Social websites effect the way of seeing of the consumer's perception for getting products or services. The consumers are highly effected by E-marketing nowadays.

(Dehkordi & Javadian, 2012) According to the researcher E- commerce and E-marketing conveys that marketing through medium of internet is much easier than that traditional marketing. It reduces the cost and increases the target marketing. They get the product at low cost without being physically presented. On surveying it is being proved that people are at ease in e-marketing rather than advertising in TV,Newspaper etc.

(Hooda & Aggarwal, 2012) According to the researcher Internet has completely changed the concept of marketing. The overall world economy is higly effected with its growth. There is increase in exchange rate of foreign currency. The different synonyms used for the term online marketing is e-store,e-web stores, digital marketing, online stores etc.

(Meng, 2009) The researcher Stated that E-marketing is latest and come-up tool in the world of marketing. It is done with the medium of audio,video,3D etc. Most MNC's and international business adopted effectively and widely. E-marketing scope is spreading throughout the world.

Objective of the Study

- To identify the factors of E-Marketing which affects decisions of consumers.
- To study the impact of E-Marketing on consumer purchase decisions.

III. RESEARCH METHODOLOGY

To study the research objectives the descriptive research design is used. In this particular research both the primary and secondary data is used. The primary data was gathered through structured questionnaire. The secondary data was collected from the journals and websites. For the data accumulation, convenient sampling is used and 100 responses were collected and utilized for the study in concern an the sample was collected from the Dehradun city.The data gathered from the respondents were put in the SPSS to analyze the various factors and dependability of the variables. ANOVA, Regression and Multiple Response are used in this study.

Data Analysis and Discussion

Table 1: Demographic Profile

Variable	Description	Frequency	Percentage
Gender	Male	41	41.0
	Female	59	59.0
Age	18 -30 Years	65	65.0
	31 to 40 Years	18	18.0
	41to 50 Years	17	17.0
Marital Status	Single	58	58.0
	Married	42	42.0
Qualification	Under-Graduate	2	2.0
	Graduate	15	15.0
	Post-Graduate	50	50.0
	Professional	33	33.0
Monthly Family Income	Below 35000	13	13.0
	35000-50000	16	16.0
	50000-65000	37	37.0
	Above 65000	34	34.0
Total		100	100

The demographic profile analyses displayed in the above Table (i.e. Table 1) demonstrates the age analysis of respondents that show, 18-30 years respondents are 65% and 31 to 40 years respondents are 18% in the sample, while in the age group 41 to 50 years i.e. 17%. In the gender classification, it shows that 41% are male and 59% respondents are females in the sample. As per the marital status classification the most of the respondents are single i.e. 58% and married respondents are 42% in the sample Regarding the qualification level, it shows that the most of respondents in the sample are post graduate i.e. 50% and professionals with 33%.. As per the monthly family income the most of the respondents in the sample have 50000-65000 income i.e. 37%.

Multiple Response:

Table 2. Factors Frequencies

Factors influences in placing the order online	Responses		Percent of Cases
	N	Percent	
\$FACTORS ^a Security	30	12.6%	30.3%
ease of usage	27	11.3%	27.3%
speed/saving of time	22	9.2%	22.2%
Reliability	27	11.3%	27.3%
deals offered by the company	34	14.2%	34.3%
gathering information	10	4.2%	10.1%
wide range of choice	31	13.0%	31.3%
easy payment mechanism	23	9.6%	23.2%
quick delivery of products and services	19	7.9%	19.2%
access to global markets	16	6.7%	16.2%
Total	239	100.0%	241.4%

a. Group

As per the above table (i.e. table 2) majority of the customers selected deals offered by the company i.e. 14.2% which influences the consumer purchase decisions while placing the order online. While gathering information is least selected by the customers i.e. 4.2%.

Regression:

Table 3. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.223 ^a	.050	.040	.42975

a. Predictors: (Constant), Emarketing

Table 4. ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.950	1	.950	5.142	.026 ^b
	Residual	18.100	98	.185		
	Total	19.049	99			

a. Dependent Variable: consumerbuyingbehavior

b. Predictors: (Constant), Emarketing

Table 5. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.511	.244		6.201	.000
Emarketing	.259	.114	.223	2.268	.026

a. Dependent Variable: consumerbuyingbehavior

The above table(i.e. table 3) shows the R, R-Squared, Adjusted R Square , Std Error .R denotes the correlation between observed and predicted values of the dependent variable. The value of R ranges from -1 and 1. Small values indicate that the model does not fit the data well. In this case, $R = .223$. The above table shows the model summary and overall fit statistics. We find that the adjusted R^2 of our model is .040 with the $R^2 = .050$ that means that the linear regression explains 5% of the variance in the data.

The study shows there is no significance relationship between the influence of emarketing on consumer purchase decision.

IV. CONCLUSION

E-marketing has quickly increase since recent years, with the increase of advancements and its various usages. It has clearly observed that digital media, network marketing, merchandise and services advertisements, quick moving customer products, web-based social networking, web based Shopping assumes a significant role in the accomplishment of E-marketing. Diverse online business and social networks has highly affecting e-marketing to develop more. The present business is thoroughly relying upon online purchasing and selling so the organisations for selling online products are carry on E-marketing, advertising, promotion of their item all through the world. Numerous customers discover E-marketing helpful while some think that its troublesome. The perception of the customers differs just as their purchasing choices also vary some may get impact and it motivates them to buy while some may not. This article especially discussed the impact of E-Marketing on consumer purchase decisions and identify the factors of E-Marketing which affects decisions of consumers in the Dehradun city. Through this study it is found that in Dehradun there is no impact of E-marketing on consumers purchase decisions.

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