

EFFECT OF ONLINE MARKETING MIX ON SATISFACTION OF ONLINE SHOPPERS OF BANGALORE CITY

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ABSTRACT

When you want to buy anything new? Surf in the internet, look for the prices, compare and contrast finally check out the product. This is the real buying behaviour of modern India today. The sales figure of online portals seems to be unprecedented and that the real shock to the physical retailers. In this study the researcher has attempted to study the impact of online marketing mix on the buying behaviour and satisfaction of the buyers. 135 samples were collected from various peoples belong to Bangalore city. Respondents were selected based on their purchase and knowledge towards online shopping. 38 independent variables are instrumented based on the literature review. 5 point scale is used ranging from 1-Strongly disagree to 5-Strongly agree. Multiple regression, Pearson Correlation and SEM model are the tools used in the study using IBM SPSS and IBM SPSS AMOS 20.0. Researcher attempted to prove Online marketing mix is having effect on buyer satisfaction. Product ,Price ,Place ,Promotion are the traditional 4p's of marketing. The extended marketing mix are People, Process and Physical evidence. In this study the researcher introduced one more construct named "Product Visualization" which is the major factor of choosing the products through online. Findings shows that Product, Physical Evidence and Product visualization are the significant predictor of online consumer satisfaction.

Keywords: Marketing Mix , 4p's, Online buying ,E-commerce

INTRODUCTION

With the development of online correspondence through web, buyers currently observe online ads of different brands. It is quick making up for lost time with the purchasing conduct of customers and is a noteworthy wellspring of exposure for specialty sections and furthermore for set up brands. This is the better approach for computerized upset and organizations worldwide have understood their value.

What is marketing mix?

It is about putting the right product or a combination thereof in the place, at the right time, and at the right price.

PRODUCT: A product is a thing that is constructed or created to fulfil the requirements of a specific gathering of individuals. The product can be physical or elusive as it can be in the form of services or goods.

PRICE: The price of the product is fundamentally the sum that a consumer pays for to enjoy it. Price is a extremely imperative as people prefer online shopping because of its affordability.

PLACE: Distribution channel is the inevitable component any e commerce portal. The distribution network is the one which needs to be more strength to deliver the products even in the remote area.

PROMOTION: Promotion is very different in online platforms. Online e commerce portals use their own websites, google feeds and social networking sites to boost their sales. Moreover promotion deals with offers, cash back, payment offers through various modes like Debit card, credit cards and EMI's.

PEOPLE: Even though online retailing does not have any direct dealing , post purchase behaviour of online portals is having direct influences on the people (i.e employees).Customer Service Associate are the one who plays key role in refund, return etc.,

PROCESS : The systems and processes of product shipping and delivery deals with the process. The e commerce portals are having robust logistics model which makes the product reach into the hands of the customers in a stipulated days.

PHYSICAL EVIDENCE: The effective assortment of products with options to search optimization ,sorting of products using price ,colour and brand are the physical evidences of the product.

PRODUCT VISUALIZATION: Since customers do not have an opportunity to touch the product , the expanded visualization is the real tool which makes the buyer to buy. The expanded view in online should give ultimate buying experience and this is added as a 8th P in this study.

LITERATURE REVIEW

The Author found that the extended marketing mix namely people, process, has a good impact than those of traditional marketing mix. Nevertheless, the research model is developed and tested in Jordan's services organisations which may limit its external validity to other service sectors. **(Akroush 2011)**

The author of this research explored the importance of marketing mix in organic products Product factors is important for the customer followed by product quality, Place factors is not so important when compared to product. **(Indumathi.N2016)**

The Author stated that there is a strong influence of promotional mix on consumer buying behaviour of natural cosmetic products. It also found that ad and promotional sales are considered as a major influencing factor to prefer green friendly products. **(B.Vidhya2017)**

The researcher empirically investigated the relationship between marketing mix strategies and the purchasing decision of the customer. Outcome of the study exposed a optimistic association between the product, placement and promotional strategies

and consumer purchase decision. No relation was found between brand pricing and consumer purchase decision.**(Nayab Sanober2014)**

METHODOLOGY

135 samples were collected from various peoples belong to Bangalore city. Respondents were selected based on their purchase and knowledge towards online shopping. 38 independent variables are instrumented based on the literature review. 5 point scale is used ranging from 1-Strongly disagree to 5-Strongly agree. Multiple regression, Pearson Correlation and SEM model are the tools used in the study using IBM SPSS and IBM SPSS AMOS 20.0. Researcher attempted to prove Online marketing mix is having effect on buyer satisfaction

Research Objectives:

1. To study the demographic and rational profile of the respondents
2. To find out the effect of 7p's of marketing mix on the satisfaction of the online buyers.
3. To study the impact of Product visualization on the satisfaction of the online buyers.

TABLE-1 DEMOGRAPHIC AND RATIONAL PROFILE OF RESPONDENTS

Particulars	Frequency	Percentage
Gender		
Female	45	33%
Male	90	67%
Age		
18-25	50	37%
26-30	28	21%
31-35	42	31%
36-40	15	11%
Education		
Post graduate	26	19%
Bachelors degree	109	81%
Mode of using internet		
Mobile app	86	64%
Desktop/laptops	49	36%
Profession		
Student	50	37%
Self employed	2	1%
Salaried	81	61%
Home maker	2	1%
Frequently Used/Using E-Commerce Site		
Amazon	51	38%
Flipkart	38	28%
Snapdeal	25	19%
Myntra	16	12%
Others	5	3%
TOTAL	135	100

TABLE 2 RELIABILITY AND DESCRIPTIVE STATISTICS

Marketing mix constructus	No of items	Cronbache alpha coefficient	Mean	Std. Deviation
Price	3	0.734	3.7748	0.71171
Place	3	0.711	3.4383	0.86548
Promotion	5	0.873	3.7272	0.69188
Physical evidence	3	0.723	3.7686	0.67183
People	4	0.741	3.937	0.75664
Process	5	0.888	3.9037	0.85409
Product visualization	4	0.745	3.7778	0.72962
Buying intention	3	0.689	3.7926	1.44603
Satisfaction	3	0.744	3.6126	1.34501

The Cronbache alpha reliability coefficient is computed in the column 3. All the eight constructs of marketing mix used in the study is found to have a good internal consistency. The Cronbache alpha value obtained is varied between 0.888 to 0.689. Normally the reliability score of above 0.5 is said to have better internal consistency. The mean score is obtained using descriptive statistics. The highest mean score is observed for Buying intention (3.79). (See table 2)

TABLE 3 COEFFICIENTS

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error			
(Constant)	-1.128	.401		-2.811	.006
PRODUCT	-.702	.151	-.321	-4.654	.000
PRICE	-.180	.130	-.089	-1.389	.167
PLACE	-.002	.104	-.001	-.021	.983
PROMOTION	.253	.123	.121	2.060	.041
PHYSICAL EVIDENCE	2.410	.107	1.120	22.578	.000
PEOPLE	-.028	.161	-.015	-.175	.861
PROCESS	-.159	.135	-.094	-1.173	.243
PRODUCT VISUALIZATION	-.289	.097	-.146	-2.965	.004

a. Dependent Variable: Satisfaction of Online Buyers.

R=0.904

R Square=0.818

F=70.600

Online Buyer satisfaction = -1.128 +(-.702*Product)+ (-.180*Price)+(-.002*Place)+(.253*Promotion)+ (2.410*Physical Evidence)+(-.028*People)+(-.159*Process)+(-.289*Product Visualization)

90% of the online buyer satisfaction can be explained from the 8 constructs (Predictors). Product is having a beta score of -0.321 (where p=0.000) is the predictor of online buyer satisfaction. Physical evidence is having a beta score of 1.120 (where p=0.000) and product visualization is having a beta score of -2.965 (where p=0.004) are the constructs found to be the significant predictor of online buyer satisfaction. (See table 3)

TABLE 4 PEARSON CORRELATION

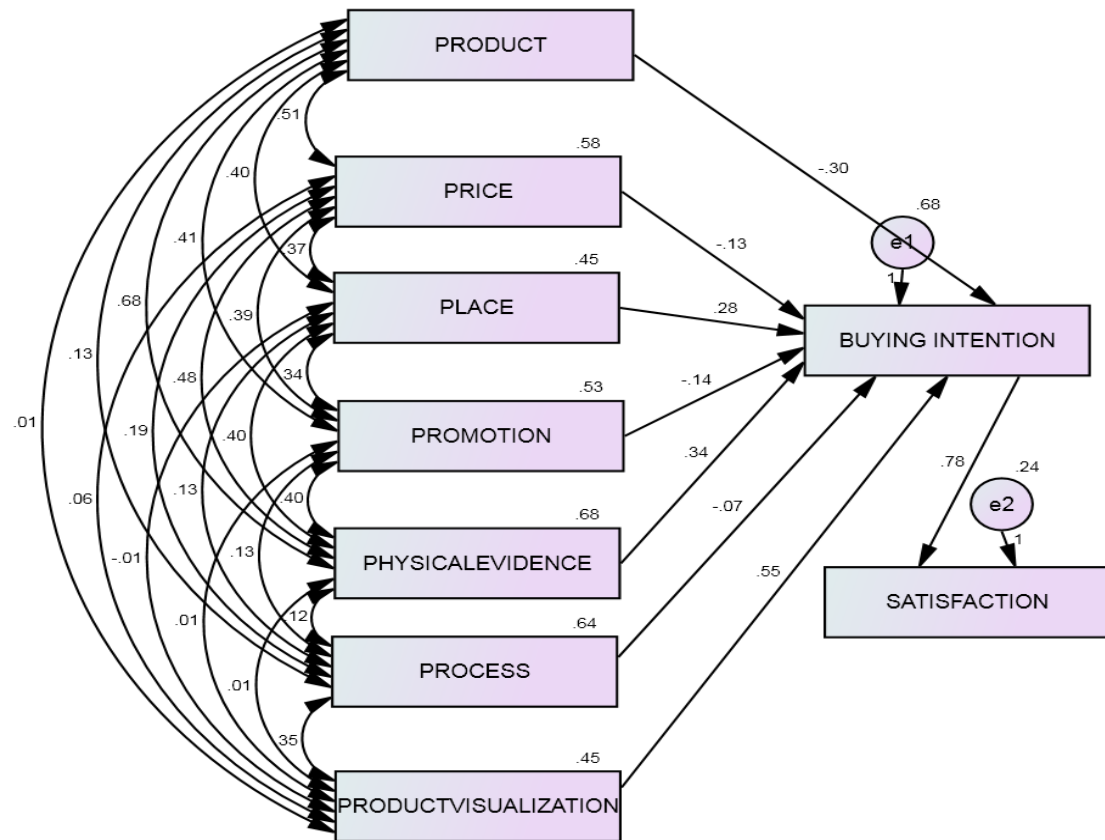
	Product	Price	Place	Pro Motion	Physical evidence	People	Process	Product visualization	Buying intention	Satisfaction
Product	1									
Price	.700**	1								
Place	.718**	.594**	1							
Promotion	.629**	.652**	.666**	1						
Physical evidence	.629**	.509**	.460**	.388**	1					
People	.560**	.669**	.606**	.616**	.412**	1				
Process	.508**	.639**	.557**	.595**	.366**	.874**	1			
Product visualization	.531**	.553**	.547**	.529**	.383**	.488**	.468**	1		
Buying intention	.263**	.185*	.171*	0.153	.823**	0.128	0.086	0.076	1	
Satisfaction	.263**	.185*	.171*	0.153	.823**	0.128	0.086	0.076	1.000**	1

FIGURE 1-STRUCTURAL EQUATION MODELING

MODEL FIT INDEX

Goodness of fit index (GFI) -0.975
 Adjusted goodness of fit index (AGFI)-0.842
 Comparative fit index (CFI)-0.991
 Root mean square error of approximation (RMSEA) -0.069

TABLE 5 REGRESSION WEIGHTS



		Estimate	S.E	C.R.	P
Buyingint	Price	-.128	.178	-.716	.474
Buyingint	Place	.278	.178	1.558	.119
Buyingint	Promotion	-.139	.149	-.935	.350
Buyingint	Physical evidence	.341	.353	.966	.334
Buyingint	Product	-.298	.349	-.855	.392
Buyingint	Process	-.067	.128	-.521	.602
Buyingint	Product visualization	.546	.149	3.669	***
	Buying intention	.779	.047	16.523	***

Product Visualization is having a CR value of 16.523 is greater than the expected value of 1.96 which is significant and positively related with the satisfaction of online shoppers. The *** indicates the significance. Product visualization is having a CR value of 3.669 which is significant and found to be the significant predictor of online buying intention among the customers. (See table 5)

DISCUSSIONS AND CONCLUSION

The researcher has found a linear association between all the 8 constructs of strategic marketing mix. However the constructs namely Product, Physical Evidence and Product visualization are the three important constructs which founds to be the significant predictors of online buyer satisfaction. While analysing the

results of structural equation modelling the results are more or less same. Product visualization is found to be the significant predictor of buyer satisfaction. Since online consumers do not have any direct conversation with customer service associates of online portals, the construct "People" do not have any impact on the satisfaction. The researcher has introduced a new construct "Product Visualization" which seems to be the 8th P of this study was found to be significant in all the tools (Multiple regression, SEM and correlation). Since consumers do not have any opportunity to physically touch the product, expanded visualization of the product in the web will give an ultimate shopping experience to the customers. Expanded product visualization is the one which makes the consumer to check out the product from the cart and that is the most important tool for decision making. In India, Online shopping portals are having a greatest future as people started trusting online sites today, as the policies have become transparent. Product visualization will be the new gateway for online shopping portals.

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