



# Impact of Online Marketing Practices on e-Business Models in India: Time as a Determinant

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## **Abstract**

Till today, Web portal Model is popular e- business model which is selling a wide range of products, with both depth and breadth of range. However, over recent years, consumers have become more discerning due to changing lifestyles, spending priorities and shopping patterns (Fisher, 1998). The focus of this research paper is to draw attention of marketers and shoppers towards the need to develop a hypothetical model named Global Super Store Model, is to change the consumer towards provision of providing a wide range of products with price comparison facility on a single portal along with a huge range of brand name suppliers. This research paper is also an attempt to find out the impact of online marketing practices on both existing Web Portal Model and our Global Super Store Model for time as a determinant.

**Keywords:** Time, Global super store, Online Shopping, Web portal model, Online marketing practices, India.

## Introduction

In this research paper we examined the existing e-business model (Web portal model) and understand how it works and also try to find creative ways to improve it thus maximizing its power and proposing a new **hypothetical model** named **Global Super Store**.

Till date, existing Web portal Model is selling a wide range of products, with both depth and breadth of range. However, over recent years, consumers have become more discerning due to changing lifestyles, spending priorities and shopping patterns (Fisher, 1998). The focus of Hypothetical Global Super Store Model is to change the consumer towards provision of providing a wide range of products on a single portal along with a huge range of brand name suppliers. It will also try to provide a 'total solution' to customers. The basic aim of Global Super Store Model is to simplify the shopping process for customers.

Every day, millions of people go online to do research about products and make purchases from thousands of different online merchants. The web allows us to do comparison and shop for the best deals and locate products that might otherwise be difficult to find. Existing Web portal Model is selling a wide range of products, with both depth and breadth of range.

## Hypothesis

**It is hypothesized that the impact of online marketing practices will be more on Global Super Store model in comparison to Web Portal Model.**

## Research Methodology

**Data collection:** The data was collected through self constructive questionnaire which was administered on the selected sample by e-mails, or by posting a link on website and social networks.

**Sample size:** An online survey was conducted from 400 Respondents for our research. Out of them, 200 were male and 200 were female. Out of this 376 were complete valid responses. The age group of respondents was 18 and above. The respondents included students, housewives, retired people, professionals including teachers, software engineers, chartered accountants etc.

## Tool / Technique used for Data analysis

A comparative analysis of the impact of various factors of online marketing on the determinants of Web Portal Model and Global Super Store Model was done.

ANNOVA test was applied to know the impact of the various factors of online marketing on Choice as a determinant of Web Portal Model and Global Super Store model.

Further, the impact of online marketing was subdivided into 9 factors that broadly characterize the online marketing practices, which, as per the questionnaire are as follows:

Factor 1: Trend of online advertising

Factor 2: Online targeted people

Factor 3 : Consumer buying behaviors

Factor 4 : The buying patterns of men and women

Factor 5 : Attitudes

Factor 6 : A prior experience

Factor 7 : Security

Factor 8 : Brand metrics

Factor 9 : Search for a product online

Thus, each of the factors of online marketing was studied in relation to its impact on the Time as a determinant of Web Portal Model and Global Super Store Model separately.

**H1: It was hypothesized that online advertising practices has no significant impact on time in Web Portal Model.**

**ANNOVA test was applied to know the impact of various online marketing practices on time issues of customers in Web Portal Model. It was hypothesized that online advertising practices has no significant impact on time determinant in WPM.**

**Table 1 ANOVA (1.1.W)**

		Sum of Squares	df	Mean Square	F	Sig.
I	Between Groups	35.366	4	8.841	6.879	.000
	Within Groups	780.196	607	1.285		
	Total	815.562	611			
II	Between Groups	5.409	4	1.352	1.277	.278
	Within Groups	638.585	603	1.059		
	Total	643.993	607			
III	Between Groups	20.702	4	5.176	5.095	.000
	Within Groups	608.496	599	1.016		
	Total	629.199	603			
IV	Between Groups	24.234	4	6.059	5.499	.000
	Within Groups	640.175	581	1.102		
	Total	664.410	585			
V	Between Groups	16.301	4	4.075	5.093	.000
	Within Groups	456.921	571	.800		
	Total	473.222	575			
VI	Between Groups	14.612	4	3.653	5.084	.000
	Within Groups	403.098	561	.719		
	Total	417.710	565			
VII	Between Groups	16.406	4	4.102	3.834	.004
	Within Groups	561.586	525	1.070		
	Total	577.992	529			
VIII	Between Groups	11.961	4	2.990	4.583	.001

	Within Groups	308.625	473	.652		
	Total	320.586	477			
IX	Between Groups	9.297	4	2.324	2.799	.026
	Within Groups	291.479	351	.830		
	Total	300.775	355			

As per the given table, it was found that online marketing practices had a significant impact on time determinant in Web Portal Model except Factor II which is online target of customers. Thus, there is no significant impact on online targeting of customers through WPM.

Taking time as a characteristic, online targeting of customers is a factor that is strikingly different in case of WPM from all the other factors of online marketing. This is because the number of people targeted in the same amount of time is much lesser as the number of users to a single purpose website gets restricted in case of WPM.

**H 2: It was hypothesized that various online marketing practices had no impact on time determinant as per the Global Super Store Model.**

**ANNOVA test was applied to know the impact of various online marketing practices on time issues of customers in Global Super Store Model. It was hypothesized that online advertising practices has no significant impact on time determinant in GSSM.**

**Table 2 ANOVA (1.2.G)**

		Sum of Squares	Df	Mean Square	F	Sig.
I	Between Groups	67.508	4	16.877	13.820	.000
	Within Groups	729.037	597	1.221		
	Total	796.545	601			
II	Between Groups	14.712	4	3.678	3.475	.008

	Within Groups	627.629	593	1.058		
	Total	642.341	597			
III	Between Groups	14.147	4	3.537	3.499	.008
	Within Groups	595.308	589	1.011		
	Total	609.455	593			
IV	Between Groups	10.097	4	2.524	2.240	.063
	Within Groups	643.396	571	1.127		
	Total	653.493	575			
V	Between Groups	11.464	4	2.866	3.628	.006
	Within Groups	443.151	561	.790		
	Total	454.615	565			
VI	Between Groups	8.012	4	2.003	2.717	.029
	Within Groups	406.146	551	.737		
	Total	414.158	555			
VII	Between Groups	10.935	4	2.734	2.542	.039
	Within Groups	553.834	515	1.075		
	Total	564.769	519			
VIII	Between Groups	4.769	4	1.192	1.783	.131
	Within Groups	309.556	463	.669		
	Total	314.325	467			
IX	Between Groups	24.088	4	6.022	7.490	.000
	Within Groups	274.155	341	.804		
	Total	298.243	345			

As per the given table, it was found that online marketing practices had a significant impact on time determinant in Web Portal Model except Factor IV and Factor VII where p- value comes out to be 0.063



and 0.131 respectively which are buying patterns of men and women and security issues in online shopping, where no significant impact was found of online marketing on time determinant as per GSSM.

Time taken for online shopping through the proposed GSSM model is similar in the buying patterns of men and women as both the genders will be able to shop for their desirable products without any ineffective use of time. Security in GSSM model will also lead to less time wastage as a single time log in and details of the consumer once entered will serve the purpose for all the range of shopping that consumer aims to. Hence security as a factor is not significant in relation to time in case of GSSM.

## Summary

*As Web Portal Model is a model that already exists and functions, there were certain prominent limitations that were pointed out in analysis above.*

*Global Super Store Model, being a proposed model will offer advancement in this area and will be more adaptable in bringing about the changes and fulfilling the lacuna that exist in Web Portal Model.*

*Hence, it can be well concluded that the hypothesis stands accepted that impact of online marketing practices will be more on Global Super Store Model in comparison to Web Portal Model.*

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