

# ASTUDY ON CONSUMER BEHAVIOUR TOWARDS E-MARKETING

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**Abstract :** This paper examines the key consumer behaviour attribute and relation among them in E-marketing perspective. Attempt has been made to study the acceptance rate of e-marketing among the Thanjavur Town consumers and its impact on their purchase decision. Result shows that people irrespective of age and gender surf internet. However significant difference exists between the age and attributes of online trading but it do not have any relation with the gender. Most of the respondents are hesitant to purchase items over internet because of security concerns. Most of the respondents irrespective of gender of different age group (especially age group of 18-30 years) find e-shopping more convenient & time saving and prefer credit card as the convenient mode of the payment. Paper give direction to improving delivery and advertising web-products & services to achieve objective of E-marketing and E-commerce in long run.

## INTRODUCTION

E-marketing can be defined as marketing of products and services on electronic media. E-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, e-shop where product can be viewed, promoted and sold. E-Marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website. It includes advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. E-marketing & internet marketing terms are used in the same sense.

E-marketing is convenient than the traditional marketing for both customer and the marketer. It offers large number of variety for the particular product relatively with lower prices and in less time. But use of E-commerce requires customers' familiarity with the latest innovation both in digital technology as well financial and legal domain. In this way it appeal is limited due to requirement of High speed Internet connections, overly-complicated websites, from the buyer's perspective, the inability of customer to touch, taste or to smell or to have the trail before making them purchase online , and among them biggest is the concern of security with online payments etc.

## REVIEW OF LITERATURE

Studying buying behaviour, motives and intention along with the attitude of the online buyers is within the theoretical constructs of the Theory of Reasoned Action. The Theory of Reasoned Action (Fishbein, 1980) examines the

relationship between attitudes and future intention to participate in these buying behaviors. The behaviors include: when they click on banner ads (with which site and age group), response to e-mail advertisements, way in which product information is searched using search engines and within the site, use of comparison engines, attention and time to customer review and reaction toward them, product basket, online support services, use of e-mail service, feedback form, checkout.

According to Cheung et al (Online Consumer Behavior: A Review and Agenda for Future Research, 2003), a base model called Model of Intention, Adoption, and Continuance (MIAC) for the development of an online consumer behavior framework. This model predicts that behavior is governed by intention. Satisfied consumers are most likely to continue hence adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction. There are Individual/Consumer characteristics, Environmental Influences, Product/Service Characteristics, Medium Characteristics, and Online Merchants and Intermediaries Characteristics which affect the consumer behaviour.

## OBJECTIVES OF THE STUDY

- To study awareness of e-marketing among the people in Thanjavur Town.
- To study the acceptance of e-marketing among consumers.
- To study the impact of e-marketing on purchase decision of consumers.

**HYPOTHESES**

1. Age group between 18-30 years use internet frequently.
2. Gender does not play any role in internet surfing.

**METHODOLOGY**

Research on the effect of consumer behaviour towards e-marketing is a descriptive research. The samples are the residents of Thanjavur Town from Tamil Nadu State, India. Sample selected comprises of business professionals, students & other educated people of urban area only. Stratified sampling is used to select the respondents. (i.e. population is divided into a 3 strata according to age, income & occupation). For each stratum, 25 respondents were

picked by random means from different areas. Sample size of research is arbitrarily taken as 75 for the convenience of research. Questions were prepared using Nominal scale & Ordinal scales as attributes studied were non parametric. After checking the validity & reliability of the questionnaire primary data was collected from respondents who used the Internet Café of the town. Since scale used in the questionnaire was non-parametric in nature therefore data was coded in order to analyze data. To determine the causal-effect relationship between different variables, Chi Square test was used.

**6. ANALYSIS & FINDINGS:**

Distribution of study samples according to three strata of the research is as follows:

Variable		Percentage
Gender	Male	52
	Female	48
	<b>Total</b>	<b>100</b>
Age	less than 18 years	05
	18-30 years	58
	30-45 years	28
	45-60 years	05
	More than 60 years	04
	<b>Total</b>	<b>100</b>
Monthly Income	less than Rs. 10,000	07
	Rs. 10,000-Rs. 20,000	09
	Rs. 20,000-Rs. 30,000	21
	Rs. 30,000-Rs. 50,000	11
	More than Rs. 50,000	12
	Not Applicable	40
	<b>Total</b>	<b>100</b>

Source: Computed

**Hypothesis.1 Age group between 18-30 years use internet frequently.**

In order to prove above hypothesis Chi Square test is applied.

**H<sub>0</sub>:** There is no significant difference between age & internet surfing or there is no relation between age of the respondents & internet surfing.

**H<sub>A</sub>:** There is significant difference between age of the respondents & internet surfing, in other words there is relation between age of the respondents & internet surfing.

Test statistics showed that Chi-Square calculated at 12 degree of freedom is 111.373 at 0.00% significance level (Table-1). Hence null hypothesis is rejected at  $\alpha=0.00$  & alternate hypothesis (i.e. there is strong relation between

age of the respondents & internet surfing) is accepted. However Test statistics shows that there is significant relationship between occupation and internet surfing frequency of the respondents (Table-2)

### **Hypothesis.2 Gender does not play any role in internet surfing.**

Chi-square test between gender of the respondent & internet surfing data is done. Test statistics shows that Chi-square calculated at 72.9% significance level is 31.093 (Table-3). It means that null hypothesis is accepted i.e. there is no relation between gender and internet surfing of the respondents.

### **INFERENCES**

Purpose of study was to have a thorough analysis regarding different attributes of e-marketing with age, gender & income of the respondents. The following inferences were drawn from the above analysis.

- It was found that there is no significant difference between internet surfing & gender of the respondents. While age group of 18-30 years surf internet most. Main possible reason behind this may be that younger people are more technology oriented & also they may be working in organizations where they need to work upon computer and internet.

- A strong relation exists between monthly income, occupation and purchase decision of the respondents. People with higher income group usually have little time to go and purchase products/services from tradition shops because of their busy schedule. Hence in order to save time they trade online.

- Most of the respondents (irrespective of gender) are hesitant to trade online because of security reasons. There have been cases in the past where personal information regarding passwords & identification theft has occurred. Those incidences have feared consumers. Besides this lack of physical approach, time required to deliver products & authenticity of the product merchandised are other factors. Consumers do not have faith in most of the online trading sites. Also usage of newer technology has made online trading more complicated & people resist changing, that is why consumers prefer traditional shopping as compared to online trading.

- Most of the respondents irrespective of gender of different age group (especially age group of 18-30 years) find e-shopping more convenient & time saving. A wide range of products/services with variety are available to choose from and also in general traditional shopping in

India has never been pleasant for Indian consumers. There has been a mixed reaction in response to quality & authenticity of the products offered.

### **CONCLUSION**

E-marketing is rapidly changing the way people do business all over the world. In the business-to-consumer segment, sales through the web have been increasing dramatically over the last few years. Customers, not only those from well-developed countries but also those from developing countries, are getting used to the new shopping channel. Understanding the factors that affect intention, adoption and repurchase are important for researchers and practitioners alike. E-marketing is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. People have hesitations in using e-services due to security concerns, lack of physical approach towards product offered, delays in product delivery along with price & quality concerns.

People have dubious attitude towards e-marketing of product & services mainly due to security concern related to privacy of personal information. Personal information privacy should be given preference by the companies involved in online marketing of product & services. Currency fluctuation should be dealt with great care & steps should be taken both by government & companies so as to reduce currency fluctuation to its minimal. Promotional schemes should be launched to promote e-marketing business. Advertising of web-products & services is one of the major issues where companies fail to attract potential consumers' attention. Companies should focus on offering informative advertisements which would contain product information along with additional products & services offering which best suits needs of people. Such advertisements frequency should be high so as to position the products & brands in consumer mindset. In a nut shell we can conclude that e-marketing has a potential to grow, only proper boosting needs to be done both at producer and consumer level apart from government efforts.

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**APPENDIX  
CHI- SQUARE RESULTS**

Test Statistics: Table 1			Test Statistics : Table 2			Test Statistics : Table 3		
	Age	Internet Browsing		Internet Browsin	Occupation		Internet Browsin	Gender
Chi-Square	80.400	30.973	Chi-Square	30.973	17.853	Chi-Square	30.973	0.12
DOF	4	3	DOF	3	3	DOF	3	1
Sig. Level	.000	.000	Sig. Level	.000	.000	Sig. Level	.000	0.729
Shows a significant difference between age of the respondents and internet surfing frequency.			Shows a significant relationship between occupation and internet surfing frequency of the respondents.			Shows no relation between gender and internet surfing of the respondents.		

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