

## A STUDY ON THE PERSPECTIVES OF ONLINE MARKETING

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### INTRODUCTION

The introduction and implementation of internet technologies has created new market for manufacturers and service providers and also has provided new arena for innovative marketing strategies by the professionals. There are various reasons of shifting the customers buying patterns towards online retail shops. The facility of comparing your product with competitive products on the basis of color, price, size and the quality is one of the biggest benefits of online shopping.

From the past few years, online shopping is the prevalent way of doing dealings in the field of E-business and is unquestionably going to be the future of shopping in the human race. The increasing consumer base, principally of youths, is playing a significant role in the online shopping. Through this means, the shopper can buy the product from wherever he wants. Because of the wide communication network online business has become the new mediator between the companies or the manufacturers and their customers.

Now-a-days where people are tech-savvy and are more attracted towards e-business there is a need to switch the traditional approach of business and adopt the online business.

There are a number of ways brands can use online marketing to benefit their marketing efforts. The use of online marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, online marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand. It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately.

Talking about the apparels and garments being sold by these online sites has contributed about 35% of the entire revenue generated from online selling. These apparels include ladies clothes, men's clothing, children dresses and other variety of dress materials. The increasing concern for personal grooming is the key growth driver of the global hosiery market. The growing desire of wearing apparels fitting to the body shape has propelled the growth of the global market. Based on consumer type, the market for women is growing at faster pace, as compared to that of men. Women also represent the largest share in the market.

## **REVIEW OF LITERATURE**

Author	Findings
Constantinides (2004)	This study found that “the Web experience” is compiled from “online functionality, information, emotions, cues, stimuli and products or services”.
Jayawardhena (2004)	Researched on a study of personal values in e-shopping behaviour using a value-attitude-behaviour model.
Further Cheung et al. (2005)	The study influences on consumers purchasing decision and choices and how these decisions are made and the analysis of online consumer behavior.
Ha Y Kwon W and Lennon S. (2007)	It provides a more experiential e-retail environment through developments such as providing fashion inspiration would become increasingly important.
Mintel (2008)	The study researched that the growth in weekly magazines, which in 2007 accounted for 89 per cent of volume in a market worth £700 million in 2008, indicates the growth of a fashion hungry consumer.
Yang and young (2009)	Research shows that greater levels of interactive involvement with an apparel product online might provoke greater levels of attraction for the fashion forward individuals.
Park and Sullivan (2009)	The study researches on a consumer’s perception of their own self-efficacy, which is formulated by an assessment of levels of control, can be directly linked to awareness of efficiency and ease of use are key elements of a utilitarian online shopping experience.
Cyr et al. (2009)	The study reveals that product viewing that is both vivid and interactive can result indistinctly higher levels of consumer enjoyment, which has a strong link with enhanced e-loyalty from a consumer.
Cho and Workman (2011)	Research explains that consumers when purchasing clothing online analyse a number of factors, how the item will look on the body, sensory and aesthetic information and how the garment can be worn with other products.

## **OBJECTIVES**

- To know about awareness of different e-commerce sites among the customers
- To know their experience of shopping online from different online sites
- To know the demographic factor that influences the buying behavior of the customer
- To know the preference of online marketing over traditional business

## **RESEARCH METHODOLOGY**

The scope of the study is restricted to the city of Ludhiana. The study is based on the primary data. The data was collected from 65 respondents through convenient sampling method for obtaining the responses; a five point Likert scale has been used. T-test, Anova and percentage method have been applied to analyse the data and inferences have been drawn on the basis of the result so obtained.

## **HYPOTHESES OF THE STUDY**

H1: Online marketing has no significant relationship with the gender of the respondents.

H2: Online marketing has no significant relationship with the age of the respondents.

H3: Online marketing has no significant relationship with the qualification of the respondents.

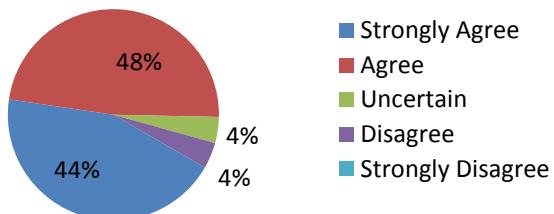
Demographic measures	Number of respondents	Percentage of respondents
<b>Gender</b>		
Male	24	48%
Female	26	52%
Total	50	100%
<b>Age</b>		
15-20	6	13%
20-25	26	56%
25-30	10	22%
30 and above	8	9%
Total	50	100%
<b>Qualification</b>		
Under Graduate	4	8%
Graduate	32	68%
Post Graduate	12	24%
Total	50	100%

Chart1: Do you get on-time delivery of goods you buy online?



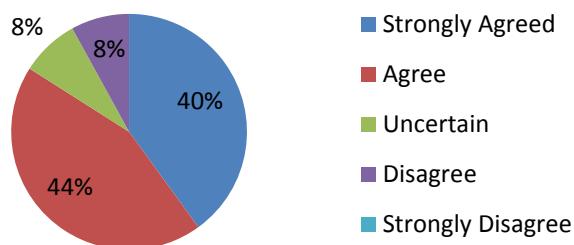
- Interpretation: all the respondents agree that they get on the time delivery of goods they buy online.

Chart2: Detail information is available while shopping online?



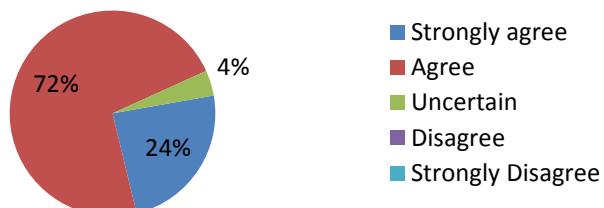
- Interpretation: maximum number of respondents believes that online shopping provides detailed information of the product.

Chart3: It is easy to choose and make comparison



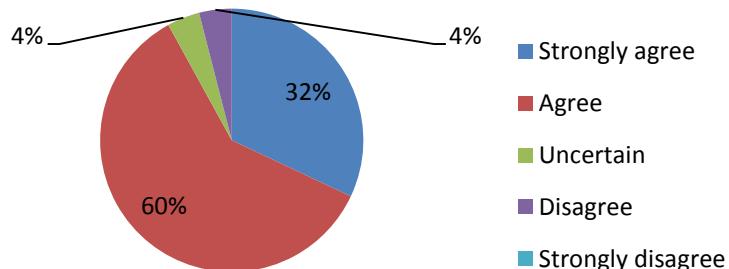
- Interpretation: 84% of the respondents believe that it is easy to choose and compare goods online where 8% respondents disagree with the statement and rest 8% are uncertain.

Chart4: The website design helps me to find my product easily



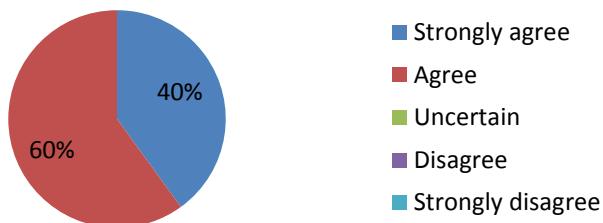
- Interpretation: maximum number of respondents says that the online shopping websites help them to find their product easily

Chart5: Familiarity with the website reduces the risk of shopping online?



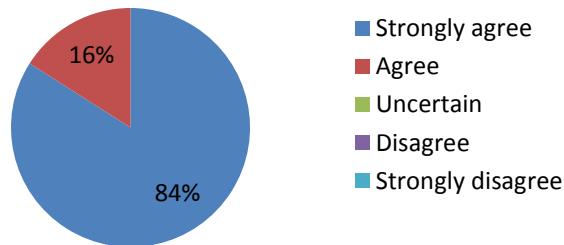
- Interpretation: 92% respondents believe that online shopping websites reduces the risk of shopping online.

Chart6: You prefer buying from the website providing you quality of information?



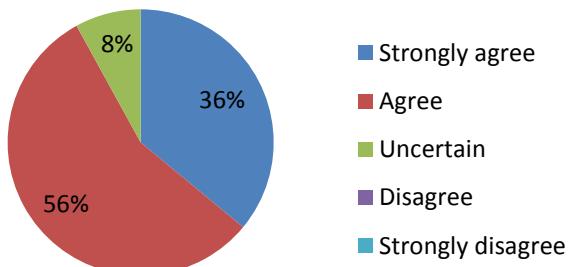
- Interpretation: all the respondents agree with buying from the websites offering quality information related to the product.

Chart7: Does online shopping help in reducing your time and energy?



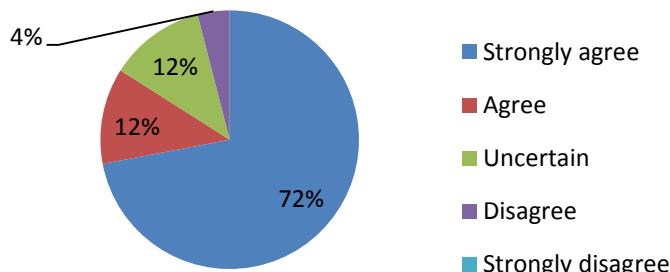
- Interpretation: 100% of the respondents agree that online shopping reduces their time and energy.

Chart8: Online shopping provides security on your transaction



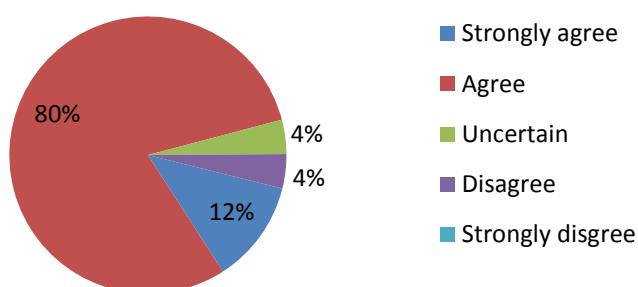
- Interpretation: the above data shows that maximum number of respondents agrees that online shopping provides security on their transaction.

Chart9: Online shopping offers more variety than traditional buying?



- Interpretation: the comparison shows that most of the respondents agree that online shopping offers more variety of goods than traditional markets.

Chart10: You think it is more reliable to shop online?



- Interpretation: maximum number of respondents agree that online shopping is reliable enough whereas 4% of the respondents does not agree.

**T-TEST:-**

<b>Group Statistics</b>					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Satisfaction	1	24	44.17	3.409	.696
	2	26	43.00	4.138	.811

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
Satisfaction	Equal variances assumed	.753	.390	1.083	48	.284	1.167	1.077	-1.000	
	Equal variances not assumed			1.091	47.418	.281	1.167	1.069	-.983	

- Interpretation:-The Levene's Test shows the result that the p-value is greater than 0.05 that means the null hypothesis is accepted and it is concluded that there is no significance difference of gender on online shopping.

**ANOVA (AGE):-**

<b>Descriptives</b>								
Satisfaction								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	6	44.67	4.412	1.801	40.04	49.30	39	48
2	24	42.75	4.590	.937	40.81	44.69	33	48
3	12	45.00	2.174	.628	43.62	46.38	42	49
4	8	43.00	2.000	.707	41.33	44.67	41	46
Total	50	43.56	3.813	.539	42.48	44.64	33	49

<b>ANOVA</b>					
Satisfaction					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	50.487	3	16.829	1.170	.332
Within Groups	661.833	46	14.388		
Total	712.320	49			

- Interpretation:- The significance value is more than 0.05 i.e. 0.332 that means there is no significance difference between the groups. That results in no influence of age group on the trend of online shopping.

#### **ANOVA (QUALIFICATION):-**

<b>Descriptives</b>								
Satisfaction								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
1	4	43.00	4.619	2.309	35.65	50.35	39	47
2	3	43.35	4.119	.706	41.92	44.79	33	48
3	12	44.33	2.674	.772	42.63	46.03	41	49
Total	50	43.56	3.813	.539	42.48	44.64	33	49

<b>ANOVA</b>						
Satisfaction						
	Sum of Squares	df	Mean Square	F		Sig.
Between Groups	9.889	2	4.944	.331		.720
Within Groups	702.431	47	14.945			
Total	712.320	49				

- Interpretation:-The above table of anova shows that the significance value is more than 0.05 that concludes that there is no significance difference between the groups. Hence, qualification of the respondents doesn't affect their buying behavior of online shopping.

#### **FINDINGS AND SUGGESTIONS**

There is no influence of demographic factors on online shopping. The overall satisfaction of respondents is good. People are satisfied to prefer online shopping to traditional shopping. Though the level of satisfaction varies at different degrees, which show that online shopping has a bright future.

The research has showed the positive experience of respondents towards the online shopping, which suggests the modern business approach should be adopted. Switching over online business taking this research results as the witness of customers' preference now-a-days. The adequate satisfaction level of online shoppers have shown their great interest and reliability on online shopping which is the latest shopping trend that should be introduced by the organization into their business. The ease of access to online shopping websites is what this business should get inspired of and take a step towards the E-business.

## **CONCLUSION**

the research also shows up the number of respondents and how they are influenced by the online shopping websites and the number of advantages these sites have been offering. Also with the application of parametric tests it is concluded that the demographic factors does not influence the shopping behaviour of different customers. Hence with the help of this research this has become easier to understand the need of adopting online marketing to survive and grow in the future.

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