A STUDY ON THE BEHAVIOUR OF E-MARKETING CONSUMERS IN KANYAKUMARI DISTRICT

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ABSTRACT

Today's world is based on the internet. It's tough for the consumers to imagine their life without the internet because e-marketing has revolutionized the market and the minds of the consumers, as they can browse through the internet to source information for whatever they want, whenever they want. Today businesses around the world recognize that "the consumers are not the king but they are the soul mate". Without customer satisfaction, organizations are unlikely to increase sales and, without increased sales, organizations won't have resources to invest in anything. This paper intends to tell the readers how the consumers are purchasing the products via online shopping. Results indicate that 56 percent of the respondents are in the age group below 30 years. Therefore there is a potential growth for e-marketing in the upcoming years. Moreover convenience and quality of goods are the influencing factors while purchasing via online mode. At the same time due to computer hackers fake mails are created and it tarnishes the image and credibility of the online sellers. As a result, the e-consumers are affected to a certain extent.   This paper also offers a few recommendations to the marketers to build confidence and position the e-products and services in the minds of e-buyers.

KEY WORDS: E-marketing, consumers, Websites, E-products, Internet users.

INTRODUCTION

The 21st century has been earmarked as the digital century. The Consumers spend quality time on the internet and do all kinds of business transaction like e-banking, e-billing, e-ticketing, e-booking,

e-shopping etc. Hence there is a paradigm shift from traditional marketing to e-marketing. Consumers operate all these facilities either sitting at home or at the work places and decide their purchasing behavior. The purchasing behavior depends upon quality, brand, packaging, colour, shape and price of a product. The decisions of purchasing are made still easier by browsing various websites like snap deal, flipcart, amazon.in, myntra , jabong,pay tm,ebay in,shopclues,pepper fry and home shop 18. India (150 million Internet users) has the third largest internet population in the world, after china (at 575M) and the US (at 275M).

The Chief Marketing Officer (CMO)council states that Flipkart is India's largest online store, where in the company aims to hit $1 billion in sales by 2016. Further the Internet and Mobile Association of India (IAMAI) reports that the total value of e-Commerce transactions is expected to reach a minimum of $70 billion by 2024-25 - a massive market for merchants to engage with. This clearly demonstrates that India is growing fast and people are of using the internet as the evaluation of human society. The improvement in communication process and digital convergence open up innovative opportunities and challenges for marketing. Subsequently, the internet has moved ahead to play a significant role in consumer life.

STATEMENT OF THE PROBLEM

E-marketing is one of the latest and emerging tools in the marketing world. It includes the creative use of internet technology including the use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, e-shop were products 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 is more convenient than traditional marketing for both the customer and the seller. It offers large variety for the particular product 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. Today business around the world recognizes that "the consumer is not the king but he is the buddy" and directly impacts bottom line profits At this juncture a number of questions arise in the mind of the researcher, like what are the usage of e-marketing, which are the websites used by the respondents, are they satisfied by using e-marketing, what are the problems faced by respondents and what are the suggestions to be implemented to improve e-marketing. Considering these questions the researcher has made a study on opinion regarding e-marketing in Kanyakumari district.

OBJECTIVES

The general objective of the paper is to study the purchasing behavior of e-marketing consumers in Kanyakumari District. The following are the specific objectives;
• To find out the demographic profile of the e-marketing consumers.
• To know the types of e –products purchased by the sample respondents in the study area.
• To know the preferred websites used by the sample respondents while purchasing their products or services.
• To analyze the satisfaction level of the sample respondents
• To discuss the problems encountered by the sample respondents while purchasing e-products and to offer suitable suggestions for the same.

METHODOLOGY

This study is based on both primary and secondary data. Primary data was collected with a systematically prepared interview schedule in Kanyakumari district. The data was collected from 50 sample respondents from Kanyakumari district by adopting simple random sampling technique. The secondary data has been collected from magazines, books, journals, unpublished reports, published reports, websites etc.

RESULTS AND DISCUSSION
DEMOGRAPHIC PROFILE

Demography profile is one of the important variables which decide the nature and type of purchasing behavior of any person. It reveals the consumer's attitudes, preferences, intentions, and decisions regarding the purchasing behavior in the marketplace. The following table clearly depicts about the profile of the sample respondents in the study area

TABLE 1
DEMOGRAPHIC PROFILE

Gender- wise classification		
Gender	**No. of Respondents**	**Percentage**
Male	27	54
Female	23	46
Age – wise classification		
Age Group	**No.of Respondents**	**Percentage**
Below 20 years	10	20
21- 30 years	18	36
31- 40 years	9	18
41- 50 years	8	16
Above 50 years	5	10
Classification on the basis of qualification		
Qualification	**No. of Respondents**	**Percentage**
Up to Higher Secondary	3	6
UG	5	10
PG	18	36
Technical Education	7	14
Professional Education	16	32
Classification on the basis of working status		
Working status	**No. of Respondents**	**Percentage**
Business Class	5	10
Agriculturalist	4	8
Professional	10	20
Home maker	9	18
Student	15	30
Any other	7	14
Classification on the basis of Income of the family		
Income of the family	**No. of Respondents**	**Percentage**
Below 10,000	1	2
10,001- 30,000	11	22
30.001- 50,000	21	42
Above 50.001	17	34

Source : Primary data

Table 1.1 reveals that 54 per cent (27) of the respondents are male while 46 per cent (23) are female respondents. It is observed that men preferred to buy their products and services through e-marketing rather than traditional marketing. 56 per cent (28) of the respondents are in the age group of below 30 years. It is understood that due to advancement in computer and internet, the youngsters are

willing to purchase through e-marketing and it saves their time. 94 per cent (47) of the respondents are degree holders and due to computer literacy they are able to make their purchase online. Compared to other professions 30 per cent of the students (15) are buying their products through internet, because their parents are depending upon them to purchase online. It is inferred that it is the impact on the social networking sites .76 per cent (38) of the sample respondents are earning above 30000 per month. It is observed that the rich and hi-fi people in the society are purchasing through e-marketing and they find this mode of purchasing very convenient and comfortable.

PRODUCTS PURCHASED THROUGH INTERNET

Purchasing is the desire of every individual for the consumption of goods and services that translate into choice. Even though E-marketing reduces the work of the customers they may not buy the entire product. Each customer has their own preference toward the product according to their level of comfort, ability and satisfaction. The following table shows the frequency of purchasing the goods through E-marketing.

Table 2
Products purchased through Internet

S. No	Particulars	A (5)	V O (4)	O (3)	S (2)	N (1)	Total	Score	Rank
1	Kindle e-readers & e-books	12 (60)	5 (20)	7 (21)	2 (4)	24 (24)	50 (129)	2.6	VIII
2	Books	18 (90)	9 (36)	4 (12)	4 (8)	15 (15)	50 (161)	3.2	IV
3	Movies, Music & video games	3 (15)	14 (56)	4 (12)	11 (22)	18 (18)	50 (123)	2.5	X
4	Computers & stationary	12 (60)	13 (52)	7 (21)	3 (6)	15 (15)	50 (154)	3.1	V
5	Cameras, Audio & video	2 (10)	6 (24)	10 (30)	12 (24)	20 (20)	50 (108)	2.2	XIII
6	Home , Kitchen & Pets	6 (30)	8 (32)	13 (39)	4 (8)	19 (19)	50 (128)	2.6	VIII
7	Toys & baby products	7 (35)	5 (20)	8 (24)	11 (22)	19 (19)	50 (120)	2.4	XI
8	Sports, fitness & outdoors	5 (25)	9 (36)	6 (18)	7 (14)	23 (23)	50 (116)	2.3	XIV
9	Beauty, health & gourmet	14 (70)	5 (20)	8 (24)	10 (20)	13 (13)	50 (147)	2.9	VII
10	Clothing & Accessories	24 (120)	7 (28)	3 (9)	6 (12)	10 (10)	50 (179)	3.6	I
11	Hand bags & luggage	19 (95)	6 (24)	7 (21)	5 (10)	13 (13)	50 (163)	3.3	II
12	Shoes	5 (45)	10 (40)	17 (51)	11 (22)	7 (7)	50 (165)	3.3	II
13	Mobiles & Tablets	16 (80)	8 (32)	5 (15)	11 (22)	10 (10)	50 (148)	3.0	VI
14	Jewellery, watches& Eyewear	4 (20)	10 (40)	8 (24)	7 (14)	21 (21)	50 (119)	2.4	XI
15	Car, motorbike & industrial goods	1 (5)	3 (12)	3 (9)	6 (12)	37 (37)	50 (69)	1.4	XV

Source : Primary data

Table 2 reveals that out of 15 statements on products purchased through e-marketing, the first rank is given to 'Clothing & Accessories', second rank is given to two items like 'Hand bags & luggage',

and 'Shoes ' .The fourth rank is given to 'Books' with its mean score 3.6, 3.3, 3.3 and 3.2 respectively. The last rank is given to 'Car, motorbike & industrial goods' with its mean score 1.4. It is observed that respondents are prepared to buy consumer goods rather than luxurious products through e-marketing. It is analyzed that the price of these products are cheaper and varieties of the products are displayed in the seller's site to choose the best without much time. Hence a good number of the educated masses who belong to the high salaried group prefer to buy their products and services via online marketing.

Purchasing Website

The foundation of every online business is the e-commerce website that it creates. Once the website captures the attention of the visitors, they should feel the need to explore further. This feeling comes with good design, speedy navigation on the site and easy to understand instructions. The following table shows the respondents purchasing website.

Table 3
Purchasing Website

S.No	Websites	Percent
1	One website	14
2	Two websites	18
3	Three websites	34
4	Four websites	16
5	Five websites	12
6	More than five websites	6

Source : Primary data

Table 3 indicates that out of ten reputed websites 34 percent (17) of the sample respondents are using flipcart, amazon.in, and jabong. 18 percent (9) of the sample respondents are using flipcart and amazon . 6 percent (3) of the sample respondents are using more than five websites like flipcart, amazon.in, jabong, myntra, and snap deal. It is observed that among all the websites flipcart does command greater amount of satisfaction from the customers with regard to quick delivery, quality products and promptness in meeting complaints in case of defective goods.

Factors motivating to purchase via E-marketing

While purchasing a product or services, number of factors would have been motivating the people to purchase that particular product or service. The following table clearly depicts the factors in choosing or selecting e-products or services by the sample respondents

Table 4
Opinion regarding e-marketing

S.No	Particulars	H S (5)	S (4)	M (3)	D S (2)	H D S (1)	Total	Score	Rank
1	Convenience	23 (115)	12 (115)	6 (18)	5 (10)	4 (4)	50 (195)	3.9	I
2	Quality	11 (55)	15 (60)	12 (36)	7 (14)	5 (5)	50 (170)	3.4	III
3	Fair price	9 (45)	11 (44)	14 (42)	10 (20)	6 (6)	50 (157)	3.1	V
4	Timely delivery	11 (55)	15 (60)	9 (27)	8 (16)	7 (7)	50 (165)	3.3	IV
5	Goods & services	14 (70)	12 (48)	11 (33)	9 (18)	4 (4)	50 (173)	3.5	II
6	Time saving	10 (50)	7 (28)	12 (36)	10 (20)	11 (11)	50 (145)	2.9	VI
7	Information privacy	8 (40)	11 (44)	8 (24)	10 (20)	13 (13)	50 (141)	2.8	VII

Source : Primary Data

Table 4 reveals that out of six statements on factors motivating the sample respondents the first rank is given to " Convenience", second rank to " Goods & Services" and third rank to " Quality" with its mean score 3.9, 3.5 and 3.4 respectively and the last rank is given to " Information Privacy" with its mean score 2.8. It is inferred that going to purchase in the traditional market consumers spend more time in selecting and choosing the products and also the working hours of the shops are fixed by the shop keepers. While purchasing through on –line marketing, it is available to the consumers on the 24X7 principle and they purchase at any time which is suitable to them.

Problems

Every product, or service or method or technique has both merits and demerits. While purchasing through on –line shopping the consumers are facing number of problems. The following table depicts the problems faced by the respondents while purchasing products or services through e-marketing and it analyzed with the help of Garrett's ranking technique .

Table 5
PROBLEMS FACED BY THE RESPONDENT WHILE PURCHASING E-PRODUCTS

S.No	Particulars	Garretts mean score	Rank
1	Invitation from unwanted marketing sites	50.9	III
2	Fake mails	53.2	I
3	Unreliability of marketing site	48	VI
4	Numerous number of marketing site	47.348	IV
5	To find out good marketing site	48	VI
6	Payment, Quality and Delivery	51.6	II

Source: Primary data

Table 5 depicts that the first rank is given to ' Fake mails' , followed by Payment, Quality and Delivery' and 'Invitation from unwanted marketing sites' with its mean score 53.2, 51.6 and 50.9 respectively. It is inferred that the computer hackers unnecessary create fake mails and damage credibility of the online sellers. It results in loss of business and prestige of the company .It requires the attention of the policy makers.

FINDINGS

• 54 per cent (27) of the respondents male while 46 per cent (23) are female respondents. It is observed that men are preferred to buy their products and services through e-marketing rather than traditional marketing.

• 56 per cent (28) of the respondents are in the age group of below 30 years. It is understood that due to advancement in computer and internet, the youngsters are willing and satisfied to purchase through e-marketing and it saves their time.

• 94 per cent (47) of the respondents are degree holders and due to computer literacy they are able to make their purchase online.

• 30 per cent of the students (15) are buying their products through internet, because their parents are depending upon them to purchase online. It is inferred that it is the impact on the social networking sites.

• 76 per cent (38) of the sample respondents are earning income above 30000 per month. It is observed that the rich and hi-fi people in the society are purchasing through e- marketing and they find this mode of purchasing is very convenient.

• The first rank is given to 'Clothing & Accessories', second rank is given to two items like 'Hand bags & luggage', and 'Shoes ' .The fourth rank is given to 'Books' with its mean score 3.6, 3.3, 3.3 and 3.2 respectively. The last rank is given to 'Car, motorbike & industrial goods' with its mean score 1.4. It is observed that respondents have prepared to buy the consumer goods rather than luxurious products through e-marketing.

• Out of ten reputed websites, 34 percent (17) of the sample respondents are using flipcart, amazon.in, and jabong while 6 percent (3) of the sample respondents are using more than five websites like flipcart, amazon.in, jabong, myntra, and snap deal. It is observed that among all the websites flipcart commands greater amount of satisfaction from the customers with regard to quick delivery, quality products and promptness in meeting complaints in case defective goods.

• First rank is given to "Convenience", second rank to " Goods & Services" and third rank to " Quality" with its mean score 3.9, 3.5 and 3.4 respectively .It is inferred that going to purchase in the traditional market the consumers spent more time in selecting and choosing the products and also the working hours of the shops are fixed by the shop keepers.

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SUGGESTION

• The academic institutions can introduce e –marketing paper to all the under graduate students to teach how to purchase the e-products and services via on line.

• The e-marketing companies can create user friendly sites which could be accessible to all common people and make their website features more user friendly

• E-marketers can create advertisements on television channel with regard to purchasing of e-products and also tell about its usage, discount offer and other utility which might increase the sales volume.

• E-marketers should maintain the reliable and credible websites through which the consumer should be confident to purchase the products.

• Every traditional market can open a outlet for selling the products via e-marketing products in their region, so that many more customers can be benefited through door delivery.

• The ministry of information and communication technology can enact laws to punish the computer hijackers when they create fake mails and cheat the consumers.

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, are getting used to the new shopping channel. 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 long distance. Companies involved in online trading should focus on building their brand awareness among

people so that trust worthy relationship can be developed between producers & consumers. In a nut shell we can conclude that e-marketing has a potential to grow, with proper boosting apart from government efforts.

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