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Consumer Awareness and Attitude towards Online Marketing

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ABSTRACT

The terms E-commerce , Digital commerce, Digital money, Online shopping are being most commonly used in marketing during the past decade. With 24 hrs internet facility and availability of free Wi-Fi spots at various locations more and more people are having access to internet enabling them to shop online. Electronic commerce, commonly known as e-commerce, refers to the buying and selling of products or services through electronic system and other computer network. Internet is the rapidest growing media during the past decade resulting in the growth of online marketing in ecommerce era. This paper examines consumer awareness and attitude towards online marketing. An attempt has been made to study the awareness of e-marketing among consumers of online users and its impact on their purchase decision. Consumers tend to purchase online due to time and availability of a variety of products at a click rather we can see more clear close substutes. Online shopping saves time. With various opportunities in the IT sectors resulting in employment opportunities generating more income, majority of consumers in the age group of 15-35 are inclined towards online shopping. The study was conducted with the help of a structured questionnaire eliciting information regarding online purchasing habits, perceived risk, post purchase satisfaction and problems with regard to online shopping. Statistical tools like descriptive statistics,

Keywords: E-commerce, online marketing, E-Marketing, web based marketing, Online, Internet,intra-net.

INTRODUCTION:

E-marketing can be defined as Marketing of products and services through electronic media. E-marketing is one of the latest and emerging tools in the marketing world. It includes the creative use of internet technology including use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, e-shops where products can be viewed, promoted and sold. E – Marketing is not creation or promotion of a website. It includes advertisement in the form of flash, text, graphics, product display. But does not include product navigation . It not only includes advertising the products in 3-D products

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view, basket selection, checkout and payment, but also supplies the required products to the consumer and obtaining feedback. E-marketing & Internet marketing terms are used interchangeably. This form of marketing is applicable in most of the business areas.

• E-commerce — Direct sales of goods to the mass customers / consumers

• Publishing Services — where advertisements are sold

• Lead-based websites — Where sales leads are generated ex: Policy bazaar, Sulekha to either third party or used in-house to convert them into sales through appropriate channel.

• Affiliate marketing — a referral marketing strategy where reward is given for referring product, company, or website to other friends, relative or in nutshell other potential customer or target segment. Marketers can evaluate the taste of the consumer and determine what offers are appealing to the consumers. The consumers may be attracted by using tactics like pay per impression, pay per click, pay per play or pay per action.

Attitude towards online shopping refers to the shopping behavior of consumer in an online store or a website used for online purchasing purpose (Monsuwe et al. 2004). The Indian e- commerce market is estimated at $33 billion this fiscal with a 19% over 2016-17, says the economic survey. With the advent of 21st century, the world has entered in an "e-generation" era. transforming the world into a global village. According to internet world stats India stood at the 2rd rank with 460 million users, 500 million users by June 2018, comprising of 225 million active users. By 2021 , 635.8 million users are estimated in India.

Statistics provides the retail e-commerce volume in India from 2016 to 2022. In 2016, the sale of physical goods via digital channels in India amounted to $ 16.07 million in revenues. By 2022 the revenue generation from e-sales to estimated to be $ 52.20 million. Retail e-commerce sales in India from 2016 to 2022 (in million U.S. dollars):

The consumers' attitude towards online shopping is known as the main factors that affects e-shopping potential (Shwu-Ing, 2003). Therefore, understanding consumer attitudes towards e-shopping helps marketing managers to foresee the e-shopping rate and assess the future expansion of online commerce. Extended technology acceptance model (TAM Davis, 1989) is used to understand the variables that affect online shopping. Technology acceptance model is the foundation for examination of consumers' approval of online shopping (Stoel and Ha, 2009). Perceived ease of use (PEOU) and perceived usefulness (PU) are the two external variables of TAM (Davis , 1989).

2. LITERATURE REVIEW:

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The Internet is an open worldwide communication network, linking countless number of computer networks throughout the world, through an intensive network of telephone lines. The increased availability of Internet is influencing the growth of Internet users around the world. The popularity of e-marketing has increased tremendously in last 2 decades.. Companies are investing heavily in promotion of their products & services via internet based marketing. Studying buying behavior, 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.

E-consumers are more willing to take risks compared to offline shoppers. In traditional shopping, features of the atmosphere are a key factor influencing the consumer's perception. These features also affect whether the consumer is finding the shopping experience pleasurable or not, as stated by Sherman et al. (1997). Several authors have talked about the risks faced by online retailers: Rowley (1998) mentioned the uncertainty surrounding online transactions, Forcht and Wex (1996) pointed out that organizations have to guard themselves when it comes to data authenticity and reliability, and Richards (1997) stated that there is an insufficient legal material for online retailing which could prove risky if something goes wrong during the online purchase (Whysall, 2000).

On the contrary, the environment in online shopping includes a much narrower range of experiences and certain technological abilities are needed to function in such a setting. All the senses cannot be used to perceive online shopping experiences. Therefore, Lunt (2000) expressed that the key explanation for consumers not shopping online is because of the limited experience factors involved (Dennis et al., 2007). However, Childers et al. (2001) claimed that online shopping does have several merits and interactions which can bring about interesting experiences (Demangeot & Broderick, 2006).

Barnes (2013) questions the reasoning why online shopping has become so popular. Many authors (Chaing and Dholakia, 2003, Monsuwé et al., 2004 and Poulter, 2013) believe one of the key reasons is convenience. Shopping online offers pronounced convenience (Chaing and Dholakia, 2003). A key reason some consumers favour online shopping is also due to price comparisons (Monsuwé et al., 2004; Palmer, 2013).

85% of consumers compares price information online (Chaing & Dholakia, 2003), although it is not evident whether these consumers continue and purchase the products online or on the high street. Another apparent reason the internet is preferable is avoiding long queues

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(Poulter, 2013), yet it could be argued, the time spent checking out, paying and waiting for deliveries is more time consuming and more inconvenient than queuing. Moreover, Fitterman (2013) believes, purchasing a product in-store is instantly gratifying, there is no need to wait. Nevertheless, consumers can shop online anywhere, anytime including when exercising, cooking or cleaning (Chaing & Dholakia, 2003), and they get another boost when the parcel arrives (Eckler, 2013).

3 . RESEARCH METHODOLOGY:

The research is based on both primary and secondary data . The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from research papers, Journals, magazines and websites.

3.1 **Objectives of the study**:

The objective of this research study is to investigate consumer awareness and attitude towards e – marketing , which in turn provides E-marketers with a constructional framework for fine-tuning their strategies.

Specific objectives:

1. To know the awareness of consumers about online shopping.
2. To know the kind of goods they purchase online.
3. To know the frequency of purchase.
4. To know the method of payment preferred .
5. To know the problems they face during online shopping and grievance redressal.

3.2 Data Collection: Population refers to any collection of specified group of human beings or non-human entities such as objects, educational institutions, time units, geographical areas, prices of wheat or salaries drawn by individuals. A set of objects is called population. It may be finite or infinite. In the present study population refers to all the online consumers of Hyderabad.

Sample: Sample is the process by which a relatively small number of individuals or measures of individuals, objects or events is selected and analyzed in order to find out something about the entire population from which it was selected.

The representative proportion of the population is called a sample. It always helps to reduce expenditure to save time and energy to permit measurement of greater scope; to produce greater precision and accuracy.

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3.4 Tools for analysis: Descriptive statistics is used to interpret the data .Percentage analysis, simple bar diagrams, pie-charts and tabulation tools are used to understand the awareness of the respondents about online shopping**.**

3.5 What we generally see in the market: the consumer is habituated to invested his source of knowledge to the various distinct field of experience in the shopping in online and many more new modes of the technology were came into the present in the market with which the consumer is having a Varity of choice of the consumption Patten were really un predictable in the it will change the consumer aptitude based on the trends, color, size quality and various factors are to be considered by the corporate giant company such as flip cart, Amazon, e-bay etc. are companies which available to the consumer in the regular trending in the market from time to time

Various CRM customer relationship management procurers is to be considered by the companies t catch hold of the consumer in the market for such attraction the companies has to offer the discount, offer, promotions to give a big deals to the customer to attract the new customer in the market. this statically annals were used by the companies such as face book, YouTube, share it, Google this companies are a major rule playes in collecting the customer requirement of the wants and needs of public which identify the search cookies to uses as a pop up mechanism in the general.

Problems faced in online purchase

The problems faced by online consumers ranged from defective or damaged products, non-conformity of the product received with the product depicted on the site with regard to quantity, quality, size, color etc. Another major problem faced was delay in delivery according to the respondents. They were not satisfied with the delay in refund of money paid in the event of return of goods. They were also problems of double payment in some cases and the respondents had to go through a long procedure to get refund.

Action taken when there is a grievance

One of the motivating factors for online shopping is the assurance of the marketer that the product can be returned in case of any grievance. It was found that return the product when they were dissatisfied, call helpline and accepted the product though they were not satisfied. It was pathetic to know that none approached the consumer court.

Suggestions:

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1. There should be more transparency in e-marketing policies, prompt after sales service, provision of insurance against online fraud.

2. Consumers should not have a harrowing experience which sometimes leaves them frustrated.

3. With various offers like bheem , paytm etc ,being made mandatory in some cases, more and more consumers are expected to be tech-savvy.

4. Software of internet should be upgraded to accommodate more indian languages, the usage of virtual amitant technology drives voice search. By 2020, half of all searches will be voice searches . comscore.

In addition to the adoption of speech-to-text technology into phones and (IOT) internet of things devices.

Top 4 virtual arnistants are

1. Siri (Apple)
2. Google now (Google)
3. Alexa (Amazon)
4. Carlona (Microsoft)

Examples: Where is the closest pizza place?

Find pizza delivery shops…..

It enables easy queries without errors of typing, saves time and energy. With an error of only 8% it is handy for digital marketing.

10 future trends in e E- marketing for the next 5 years.

1. Content Writing
2. SEO turns into UEO
3. Video Marketing
4. Infographics
5. Role of Artificial Intelligence in Digital Marketing
6. Native marketing
7. Evolution of latest Link building
8. Social Media sharing and SMM
9. Geographic Advertisement
10. Programmatic Advertisement & Ads blocking tools

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Conclusion:

Robust environment has led to the creation of a new economy which has huge potential. E-marketing is one of the happening things in India. Online shopping has become a remarkable part of consumers' daily life. More and more consumers are becoming tech - savvy and research conducted also suggests that usage of Smartphone's, browsing of websites drive them to purchase online. It can also be termed as a psychological addiction sometimes resulting in an 'impulsive' purchase. The usage of internet via PCs and smartphones has increased across demographics. With improvement and availability of high speed network, remote areas also have access to internet. Usage of cell phones has increased resulting in fall in prices of mobile phones due to cut throat competition. Smartphone's have become the order of the day .Service providers have been giving many options to the mobile users. Another reason for more and more people using internet is availability of free Wi-Fi spots . Online shopping is showing a growing trend due to availability of mobile and internet facility enabling consumers to get information about product reviews and recommendations which in turn enables online shopping .

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