

A Study on Consumers Behaviour of Digital Marketing in Chennai City

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ABSTRACT

India is a developing country and Tamil Nadu is one of the prominent states of India. Information Technology is a revolutionary change for Indian commercial and economic environment. A part of revolution of Information Technology, Electronic commerce plays an important role to conduct global (international) business. E-Commerce make obtainable and provides ways to exchange information between individuals, companies and countries and most important of each and every one, between computers. The objectives of the present study are measure the E-Marketing preferences, level of satisfaction and know about the drawbacks of online transactions of the consumers. In research study, 150 respondents have been selected to measure the consumer perception on Digital Marketing in Chennai through convenience sampling". It is found that 76% of the respondents were buying through online mode are regular, whereas the 36.67 percent of the respondents' level of awareness is moderate level. Majority of the respondents were influenced by their own personal preferences in preferring and buying online mode. Online buying of consumers are satisfied with Seller service and moderate satisfied with Availability, Time saving, packing and Available quantity and dissatisfied are quality and price an online buying. The least inconvenience and discomfort in branded milk is in 'Short supply' followed by 'poor service of vendor' and 'Unavailability of particular brand' in around area.

Keywords: E-Commerce, Digital Marketing, Consumer Behavior

1. INTRODUCTION

India is a developing country and Tamil Nadu is one of the prominent states of India. Information Technology is a revolutionary change for Indian commercial and economic environment. A part of revolution of Information Technology, Electronic commerce plays an important role to conduct global (international) business. E-Commerce make obtainable and provides ways to exchange information between individuals, companies and countries and most important of each and every one, between computers. E-Commerce is the movement of business into the WWW (World Wide Web). This movement has been broken up into two main sectors consisting of B2B (Business-to-Business) and B2C (Business-to-Consumer). E-Commerce refers to marketing, selling and buying goods and services over the Internet. It is very important to understand the role of consumer in use of internet based services. Consumers do have choices to purchase goods or to avail services. Firstly, consumers can buy personally by visiting retail store or any mall. Alternatively, consumers can buy through online facilities like internet & web sites. My research is mainly focused to measure an impact of online services in consumption of goods and services. In short, I measured several important aspects which decide about the consumer's online behavior.

2. STATEMENT OF THE RESEARCH PROBLEM

Day by day, uses of electronic (digital) marketing and services are increasing drastically and dramatically in all over the country India. In this era of change, it is necessary to understand by all the firms to know about consumers online as well as off line buying patterns. In this research study, I measured consumers related several important attitudinal demographic, geographic and other variables to know about how it affects in buying behavior of them. It is important to know for all online marketers about all the new buying patterns of consumptions. I researched to understand these underlying considerations of consumer perception on Digital Marketing in Chennai City.

3. OBJECTIVES OF THE STUDY

The objectives of the present study are measure the E-Marketing preferences, level of satisfaction and know about the drawbacks of online transactions of the consumers.

4. METHODOLOGY

The universe of the study consists of consumers as well as firms from different sub-geographical urban areas of the Chennai. In research study, 150 respondents have been selected to measure the consumer perception on Digital Marketing in Chennai through convenience sampling". Since the focus of this study is perceptions about online purchasing behavior.

FREQUENCY BUYING

FREQUENCY	NO OF RESPONDENTS	PERCENTAGE
Regular	114	76.00
Occasionally	26	17.33
Offer	10	6.67
Total	150	100.00

Source: Primary data

TABLE NO 1

The distribution of respondents based on the consumers' Frequency of buying online mode. Table 1 shows that, out of 150 respondents, 76% of the respondents were buying through online mode are regular. Only 17.33% respondents were buying online mode occasionally, and 6.67 % respondents never buying online mode whenever offer.

5. CONSUMERS' AWARENESS ABOUT ONLINE BUYING

Table 4.9 reports the level of awareness of consumer on the perception of the entire sample. Therefore, opinion of the entire sample or a respondent group is regarded as 'Very low', 'low', 'moderate', 'high' and 'very high', is respectively.

LEVEL OF AWARENESS OF RESPONDENTS ON ONLINE BUYING

LEVEL OF AWARENESS	NO OF RESPONDENT	PERCENTAGE
Very High	25	16.67
High	35	23.33
Moderate	55	36.67
Low	20	13.33
Very Low	15	10.00
	150	100

Source: Primary Data

TABLE NO 2

Table 2 shows the level of awareness of the selected consumers about various factors of online buying. An observation of the table 2 that 16.67 percent of the respondents' level of awareness about online mode is very high, 23.33 percent of the respondents is high level awareness, whereas the 36.67 percent of the respondents' level of awareness is moderate level. 13.33 percent of the respondents Levels of awareness are low.

SOURCE OF INFLUENCE IN ONLINE BUYING

SOURCE	NO OF RESPONDENTS	PERCENTAGE
Friends	09	06.00
Neighbours	16	10.67
Shop keepers	15	10.00
Relatives	08	05.37
Personal preference	88	58.67
Advertisement	14	09.37
Total	150	100.00

Source: Primary Data

TABLE NO 3

The table 3 describes the distribution of respondents based on the source of influence in online buying. The majority of the respondents 88(58.67%) were influenced by their own personal preferences in online buying, whereas Neighbors 16 (10.67%), and advertisement 14 (9.37%) sources are having direct influence to a certain extent. But the influence levels of Relatives 8 (5.37%), and Friends 9 (6.0%) are very insignificant in preferring online buying. It is concluded from the analysis that majority of the respondents were influenced by their own personal preferences in preferring and buying online mode.

RANK OF THE LEVEL OF SATISFACTION OF FACTORS PREFERENCE OF ONLINE BUYING

FACTOR	MEAN	RANK	STANDARD DEVIATION	CO-EFFICIENT OF VARIATION
Packing	2.75	4	0.75	27.27
Price	2.07	7	0.81	39.13
Available quantity	2.55	5	0.75	29.41
quality	2.27	6	0.78	34.36
Time saving	3.01	3	1.08	35.88
Availability	3.15	2	1.03	32.69
Seller service	4.17	1	1.02	24.46

Source: primary Data,

TABLE NO 4

Satisfaction levels of the Respondents with various services level of satisfaction of factors preference of online buying. An observation of the above table 4 indicates that the Respondents are satisfied with Seller service (Mean = 4.17, and $3.51 \geq 3.50$ and < 4.50 , the range for satisfaction). Availability, Time saving, and packing (the mean core= 3.15, 3.01, 2.75 and 2.55, Mean values are in between 2.50 and 3.50, the range for neither dissatisfied nor satisfied) relative to their post-purchase, the Respondents are moderately satisfied and the Respondents are dissatisfied on quality and price (mean =2.07, the range below 2.50. So, it is found that online buying of consumers are satisfied with Seller service and moderate satisfied with Availability, Time saving, packing and Available quantity and dissatisfied are quality and price an online buying.

PRIMARY INCONVENIENCE AND DISCOMFORT IN ONLINE BUYING

INCONVENIENCE AND DISCOMFORT	AVERAGE RANK	SUM OF RANKS	RANK
Unavailability of particular brand	4.58	1445.0	5
Less awareness	4.03	2095.0	3
Low Quality	3.38	1760.0	2
High Price	3.18	1655.0	1
Poor services of vendor	4.72	2454.0	6
Available quantity	4.47	2326.0	4
Short supply	5.43	2825.0	7

TABLE NO 5

The problems faced by the consumers at the time online buying. The major inconvenience and discomfort are depicted in Table 5, the ranking of various items on 'inconvenience and discomfort in using of online buying' by the respondents. From the ordering of items based on the average rank, it is found that the primary inconvenience and discomfort in 'High Price of online buying' followed by 'Low Quality', less awareness and Available quantity of branded. It is further found that the least inconvenience and discomfort in branded milk is in 'Short

supply' followed by 'poor service of vendor' and 'Unavailability of particular brand' in around area.

6. CONCLUSION

Marketing trends over the world show a shift from a purely traditional store format to a mix of both physical and virtual stores. An important part of the gamut of services that a marketer has to offer is through the Internet. The number of people using the Internet as a medium to transact is growing exponentially the world over, and India is no exception. Today, access to services is facilitated through global technological networks. A wide assortment of goods and services can be accessed and compared with regard to attributes, features, and price, thereby affecting purchase decisions favorably.

7. REFERENCE

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