

Problems And Prospects Of E-Marketing Services—A Study

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ABSTRACT

In the era of globalization, internet plays a vital role in all the spheres of life and industries. There is no doubt that internet is famous for fulfilling the needs of the people by providing them various services related to various different fields. It is an adaptable facility which helps us in finishing many activities easily and comfortably with just a few clicks on the computer. The Internet has led to an increasingly connected environment, and the growth of Internet usage and services has resulted in the decline of distribution of traditional media such as television, radio, newspapers, and magazines. Online marketing is also known as E-marketing is defined to include the management of the online consumer's experience of the product as well as the service, from the first encounter through purchase to delivery and beyond. The internet marketing has contributed different businesses with incredible gains. It is cost-effective, flexible and fast on the global reach. However, this effective new technique also involves certain problems like technical problem, risk, high delivery cost etc. which should be taken into account. The present study is focused on the problems and prospects of E-marketing services in Tamil Nadu with references to Flipkart. This paper throws light on the solution to problems of e-marketing services. In addition, the result of the study will serve as a source of information to the Flipkart Company as well as the customers in knowing the various benefits and the problems and the various ways to handle it.

KEYWORDS: E-marketing, Benefits, Problems, E-marketing services and Cost-effective

1. INTRODUCTION

The Internet has changed the world we live in. Never before has it been so easy to access information; communicate with people all over the globe; and share articles, videos, photos, and all manner of media. The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is E-Marketing. E-Marketing embraces a wide range of strategies, but what underpins successful E-Marketing is a user-centric and cohesive approach to these strategies. While the Internet and the World Wide Web (WWW) have enabled what we call new media, the theories that led to the development of the Internet have been developing since the 1950s. The Internet allows for the entire sales cycle to be conducted on one medium, nearly instantaneously. From making the consumer aware of the product to providing additional information to transacting the final purchase, the Internet can accomplish it all. The Internet is like one big point-of-sales display, with easy access to products and the ability for impulse shopping. Impulse shoppers have found a true friend in the Internet. Within seconds from being made aware of a product, consumers can purchase it online. Further, with the targeting techniques available to advertisers, consumers who turn down a product because of the price can be identified and served a special offer more likely to result in a purchase. In the right

hands, with the right tools, the Internet really is an advertiser's dream come true. E-Marketing must be defined to include the management of the consumer's online experience of the product, from first encounter through purchase to delivery and beyond. Digital marketers should care about the consumer's online experiences for the simple reason that all of them - good, bad, or indifferent - influence consumer perceptions of a product or a brand. The web offers companies' ownership and control of all interactions with customers and thus creates both the ability and the need to improve their overall experience. There are two reasons for building the concept of E-Marketing around consumer experiences. First, this approach forces marketers to adopt the consumer's point of view. Second, it forces managers to pay attention to all aspects of their digital brand's interactions with the consumer, from the design of the product or service to the marketing message, the sales and fulfillment processes, and the after-sales customer service effort.

2. REVIEW OF LITERATURE

Cheung et al. (2003), "Consumer behavior towards E-marketing: A Study of Jaipur Consumers" has found out that behavior is governed by intention and 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 behavior. Hsin Hsin Chang and Hsin-Wei Wang (2011) "The moderating effect of customer perceived value on online shopping behavior". The purpose of this research is to examine the impact of e-service quality, customer perceived value, and customer satisfaction on customer loyalty in an online shopping environment. The study demonstrated that e-service quality and customer perceived value influence customer satisfaction, and then influences customer loyalty. In addition this study found that customers with a high perceived value have a stronger relationship between satisfaction and customer loyalty than customers with a low perceived value. Meghna Verma and R. Saranya (2014), "Role of gender in influencing consumer's attitude towards E-marketing" that there was no significant influence of gender on respondents' attitude towards online advertisements, and that respondents' preference of online advertisements reflects their price sensitivity and preference to animation. Swaha Bhattacharya and Moumita Pal (2015) have published a research article, "Perceived Service Quality and Customer Loyalty towards Flipkart.com – A Study on Young Adults Belonging to Kolkata City". The findings may help to increase the service quality better in comparison to the existing condition considering the factors – efficiency, fulfillment and contact facilities of flipkart.com.

3. OBJECTIVES

- To bring out the benefits of E-Marketing services of Flipkart Internet Private Limited.
- To identify the problems of E-Marketing services of Flipkart Internet Private Limited.
- To suggest remedial measures to overcome the problems of E-Marketing services of Flipkart Internet Private Limited.

HYPOTHESES

There is no significant difference between age group and benefits of E-marketing services in Flipkart Internet Private Limited. There is no significant difference between gender and problems of E-marketing services in Flipkart Internet Private Limited.

4. RESEARCH METHODOLOGY

The research work is empirical in nature. In order to carry out the current research work, random sampling has been used. For the purpose of research and for understanding, a sample size of 207 had been used in the study. The questionnaire was circulated to 250 students of whom 223 responded and 207 were validated. The Cronbach's alpha is 0.761, proving its reliability and validity. The methodology used for the research work is through the collection of primary and secondary data. Data's are collected in Tamil Nadu. Data analysis was done using IBM SPSS Statistics Version 20. To achieve the objective of the study, descriptive statistics, one way ANOVA and t-test are used.

5. ANALYSIS AND RESULTS**DEMOGRAPHIC CHARACTERISTICS**

The majority (58%) of the respondents are male. The majority (55.6%) of the respondents belongs to the age group 21-30. The majority (38.6%) of the respondents are master degree holder. The majority (46.9%-Occupation) of the respondents belong to the others category. The majority (40.1%) of the respondents are in the monthly income level which is below 10,000.

**ONE WAY ANOVA FOR SIGNIFICANT DIFFERENCE AMONG AGE GROUP AND
BENEFITS OF E-MARKETING SERVICES IN FLIPKART INTERNET PRIVATE
LIMITED**

PARTIC ULARS	BELOW 20	21-30	31-40	ABOVE 40	F VALUE	P VALUE
Saves time	4.03 (1.000)	4.30(.816)	4.41(.657)	4.45 (.671)	1.796	0.149
Convenience	4.06 (1.068)	4.15 (.786)	4.50 (.673)	4.50 (.673)	2.499	0.061
Broad selection	4.03 (1.000)	3.88 (.890)	3.91 (1.164)	4.09 (.610)	.469	0.704
Accurate product description	3.92 (.732)	3.75 (.897)	3.88 (.729)	4.23 (.752)	2.191	0.090
Sufficient information	3.94 (.826)	3.98 (.783)	3.97 (.904)	4.05 (.653)	.075	0.973
Secure	3.67 (.717)	3.92 (.880)	3.97 (.758)	4.27 (.550)	2.639	0.051
Reduces monetary Cost of traditional shopping	3.50 (.941)	3.91 (1.005)	3.65 (.981)	3.55 (1.438)	2.009	0.114
Provides product comparison	4.00 (.926)	4.14 (.782)	4.24 (.654)	4.41 (.503)	1.436	0.233

Source: Primary data

Notes: The value between ()-brackets represents S.D.

TABLE NO 1

INFERENCE

Table.1 indicates that there is no significant difference among age groups with regard to saves time, convenience, broad selection, accurate product description, sufficient information, secure and reduces monetary cost of traditional shopping and provides product comparison. Since p value is greater than 0.05. Hence the null hypothesis is accepted at 5% level with regard to saves time, convenience, broad selection, accurate product description, sufficient information, secure and reduces monetary cost of traditional shopping and provides product comparison.

T-TEST FOR SIGNIFICANT DIFFERENCE AMONG GENDER AND THE PROBLEMS FACED WHEN PURCHASED FROM FLIPKART INTERNET PRIVATE LIMITED

PARTICULARS	MALE		FEMALE		T VALUE	P VALUE
	MEAN	SD	MEAN	SD		
Risky	3.13	1.058	3.41	0.935	2.035	0.043*
Delay in delivery	3.03	1.084	3.18	1.062	0.995	0.321
High delivery cost	3.06	1.147	3.36	0.927	1.996	0.047*
Technical obstacles	3.08	0.871	3.31	0.992	1.809	0.072
Unavailability of products	3.43	0.950	3.36	0.927	0.581	0.562
High prices	3.26	0.992	3.10	0.989	1.111	0.268
Payment issues	2.93	1.067	3.25	1.003	2.181	0.030*
Replacement issues	3.19	1.169	3.40	1.136	1.295	0.197
Slow internet	3.27	1.186	3.41	1.006	0.938	0.350
Not skillful with internet	2.68	1.161	2.97	1.271	1.708	0.089
Not being able to touch products	3.00	1.202	3.61	1.288	3.492	0.001**
Lack of trust worthiness of vendors	2.96	1.177	3.46	1.032	3.184	0.002**

Source: Primary data

Notes:

- 1) ** denotes at 1% level.
- 2) * denotes at 5% level.

TABLE NO 2

INFERENCE

Table-2 indicates that since p value is less than 0.01, the null hypothesis is rejected at 1% level with regard to the problems such as 'not being able to touch products' and 'lack of trustworthiness of vendors'. Hence, there is no significant difference between male and female with respect to problems such as not being able to touch products and lack of trustworthiness of vendors. Based on mean score, female customers have more problems on 'not being able to touch products' and 'lack of trustworthiness of vendors' than male customers. Since p value is less than 0.05, the null hypothesis is rejected at 5% level with regard to 'risky', 'high delivery cost' and 'payment issues'. Hence there is significant difference between male and female with regard to 'risky', 'high delivery cost' and 'payment issues'. Based on mean score, female customers have more problems on 'risky', 'high delivery cost' and 'payment issues' than male customers. There is no significant difference between male and female with regard to 'Delay in delivery', 'Technical obstacles', 'Unavailability of products', 'High prices', 'Replacement issues', 'Slow internet' and 'Not skillful with internet'. Since p value is greater than 0.05.

Hence, the null hypothesis is accepted at 5% level with regard to 'Delay in delivery', 'Technical obstacles', 'Unavailability of products', 'High prices', 'Replacement issues', 'Slow internet' and 'Not skillful with internet'.

6. SUGGESTIONS

The Flipkart Internet Private Limited has built a great brand name and they have to maintain and enhance the same by using various innovative ideas and competitive strategies like better delivery services to their customers, free delivery to all priced products, include more coupon codes and gift vouchers for increasing the traffic of the customers, out of stock items can be made available as soon as possible and intimate the needed customers, look for International or Overseas markets or Neighboring Countries as well, comprehensively invest into E-CRM and online reputation management, continuously aim to reduce the delivery time cycle enhance M-Commerce capabilities etc.

7. 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. E-marketing services of Flipkart in Tamil Nadu is gaining popularity among people specially the younger generation but in today's 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 risk concerns, lack of customer service, delays in product delivery along with price concerns etc. The company should periodically check the availability of the product in their warehouse so as to avoid delay in delivery. The company should have good relationship with the customers and should maintain good communication with the customers in order to avoid the problem of customer service. The CRM should be quick to respond to unhappy customers. It is suggested that Flipkart has taken steps to overcome the problems related to customers, e-marketing services will become more popular among customers, because e-marketing services of Flipkart provides various benefits such as time-saving, easy approach, broad selection, sufficient information etc. In a nut shell, it is concluded that e-marketing services in Flipkart has a potential to grow, only when proper boosting is done both at producer and consumer level apart from government efforts.

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