



A STUDY ON CONSUMERS ATTITUDE AND PREFERENCE TOWARDS E-MARKETING

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Abstract:

E-Marketing can be defined as marketing of products and services on electronic media. It includes advertisements, product display, product navigation, 3-D products view, basket selection, Checkout and payment. The main objective of the study is to understand Consumers attitude and preference towards E-Marketing. Random sampling method has been adopted to determine the sample size. A total of 110 Consumers are taken as sample for the study. The study makes use of statistical techniques such as simple percentage, Garrett ranking, Friedman ranking, chi-square. The study reveals that the E-Marketing is an easy method of shopping. Most of the Consumers are influenced online shopping by the factors like time saving, convenient, easiest way to purchase, affordable price, easy refund and return policies.

Key Words: E-Marketing, Attitude, Preference

Introduction:

E-Marketing can be defined as marketing of products and services on 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 advertisement, forms, e-shop where product can be viewed, promoted and sold. It includes advertisements (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, Checkout and payment. With the Advent of internet, it has created an integrally new experience for consumers regarding cluster of information, comparing the products with its price, quality, quantity and the possibilities of purchasing through Internet. The Internet can be powerful tool for the manufacturers for advertising and marketing goods and services and through this they can attract new customers or market the business. The primary goal of businesses to offer product and services that best serve their consumer needs. A business which fulfills the customer needs with satisfaction very well is more successful than its competitors as satisfied buyers tend to make a repetitive purchase.

Statement of the Problem:

The present study entitled "Consumer attitude and preference towards E-Marketing: A study", is undertaken to assess the extent of using online marketing and the Consumers preference and attitude towards E-Marketing. The outcome of the study is expected to help in better understanding the current status of E-Marketing. This leads the following queries:

- Determine Socio Economic Profile of the Consumers.
- What are the factors that affect the consumer attitude towards E-Marketing.

Objectives of the Study:

- To know about the socio-economic profile of the consumers.
- To determine the factors that affect the consumer's attitudes.

Review of Literature:

- Marija Kuzmanovi & Veljko Jeremic (2019) on, "Customer Preference Towards Digital Marketing Strategies", carried out a research with the objective of study about the internet brought fundamental changes, affecting the marketing flows & activities and initiating the emergence of digital marketing. The data for the research are collected by issue of 572 sample size survey questionnaires was distributed to respondents. The collected data are analyzed by using choice based con joint analysis apart from CBC, classical statistical analysis; descriptive analysis and statistical testing were performed using SPSS. Digital marketing tools give broad range of opportunities for companies to attract and Retain Consumes. From the analysis, the result indicates that of the data collected are influenced results that students consider performance and price as the most important features of electronic devices, having the strongest influence.
- Ahmad al Adwan (2019) on, "E-Marketing Strategy to Improve Consumer Preference for Local Brand or Foreign Brand", carried out a research with the objective of customer preference is a strong determinant of whether an individual will buy a product or not. The data for the research are collected by issue of 80 sample size randomly selected as respondents. The collected data are analyzed by using

quantitative analysis. One of the most powerful marketing tools, Product testimonials and celebrity endorsement. Some of these factors play a significant role in the e-marketing if local Products rather than foreign Products. Some of these factors are Product standards, social media, local testimonials, brand application, and e-brand trust. From the analysis, the result indicates that of the data collected are influenced by the name of branded Application us preferred by the Consumers for local Brands.

- Durga wait kushwaha (2019) on, “An Investigation of Preference & Satisfaction towards Online Purchase”, carried out a research with the objective of E-commerce or online shopping generally utilizes the technologies resources viz-a- viz internet. The data for the research are collected by issue of 125 sample size were distributed to respondents through online forms. The collected data are analyzed using primary survey and interpretation of data was done by using various data representation techniques as well as statistical tools such as correlation is used to draw conclusion. Study in consumer behavior where efforts are made to highlight the Consumer attitude, satisfaction, preference and the motivating factors for online purchase. From the analysis, the result indicates that of the data collected by the satisfaction level between the demographic variables viz.. age, gender; towards online/ mobile shopping. Most of them used mobile shopping strictly and rest others did use both the online as well as retail marketing.
- Ahmad Al Adwan and Khaled Aladwan (2019) on, “E-Marketing Model for Business Websites to Increase Customer Trust & E-Loyalty” carried out a research with the objective to identify the wages in which the trust of customers increase towards a business websites. The data for the research are collected by issue of sample size respondents to the research questions concerning the customer satisfaction and loyalty towards business websites. The collected data are Analyzed using Descriptive and explanatory nature of the research, secondary data was collected and qualitative method of data collected. The data collected are Analyzed using suitable statistical tools. Main factors behind generation loyalty towards an e-business is the trust of the customers. From the analysis, the result indicates that of the data collected the influence of e-satisfaction, e-trust, and ease of use, web design, responsiveness and assurance rested on the dependent variables e-loyalty.

Methodology:

The current study is mainly based on primary data which is obtained through issue of questionnaire to the Consumers, questions related to attitude and preference towards E-Marketing of the Consumers. The questionnaires include questions pertaining to Socio Economic Profile of sample consumers, their details of using online marketing, preference and attitude of E-Marketing. The necessary data for the study have been obtained through issue of 110 questionnaires to the Consumers using E-Marketing methods. Random sampling techniques has been adopted to collect the data from the sample Consumers. The data have been analyzed by making of statistical tools like simple percentage, chi-square test.

Findings of the Study:

Socio- Economic Profile of the Respondents:

- Majority (59%) of the respondents are female.
- Most (34%) of the respondents belongs to the age group of 18-25 years.
- Majority (61%) of the respondents hold the degree of UG.
- Most (43%) of the respondents are students.
- Majority (53%) of the respondents are married.
- Most (36%) of the respondents are belongs to Income group of 25,000-50,000.
- Most (49%) of the respondents have 2 Earning members.
- Most (32%) of the respondents have 2 Non-Earning members.
- Majority (99%) of the respondents have experienced online shopping before.
- Majority (93%) of the respondents are using internet in their home.
- Most (36%) of the respondents buy through online once in six months.
- Majority (50%) of the respondents spend less than 1,000 for single purchase through online.
- Most (46%) of the respondents are using Debit card for online purchase payment.
- Majority (55%) of the respondents are using online shopping website to know about the product availability.
- Majority (69%) of the respondents are satisfied with online shopping. Attributes Associated with Preference towards E-Marketing: Ho: There is no association between two variables.
- The chi-square reveals that, there is an association between gender and customer Preference towards E-Marketing.
- The chi-square reveals that, there is an association between age and customer Preference towards E-Marketing.
- The chi-square reveals that, there is no association between educational level and customer Preference towards E-Marketing.

- The chi-square reveals that, there is an association between Occupation and customer Preference towards E-Marketing.
- The chi-square reveals that, there is an association between Marital status and customer Preference towards E-Marketing.
- The chi-square reveals that, there is an association between monthly income and customer Preference towards E-Marketing.
- The chi-square reveals that, there is no association between Earning members and customer Preference towards E-Marketing.
- The chi-square reveals that, there is no association between Non-Earning members and customer Preference towards E-Marketing.

Problems Faced Towards E-Marketing:

- The chi-square reveals that, there is an association between gender and Problems faced towards E-Marketing.
- The chi-square reveals that, there is no association between age and Problems faced towards E-Marketing.
- The chi-square reveals that, there is no association between educational level and Problems faced towards E-Marketing.
- The chi-square reveals that, there is an association between Occupation and Problems faced towards E-Marketing.
- The chi-square reveals that, there is no association between Marital status and Problems faced towards E-Marketing.
- The chi-square reveals that, there is an association between monthly income and Problems faced towards E-Marketing.
- The chi-square reveals that, there is no association between Earning members and Problems faced towards E-Marketing.
- The chi-square reveals that, there is no association between Non-Earning members and Problems faced towards E-Marketing.

Suggestions:

- Through the findings of Consumers attitudes towards E-Marketing. Most of the Respondents are married female Consumers. Because female surf a lot during leisure time they prefer to shop online more as it leads to save time and energy. So to trigger even more customers from both genders, Products in common can be marketed more online to attract especially male customers.
- There is no association between Earning, non Earning members and preference towards E- Marketing. Because while compared to traditional marketing, online marketing is high in cost. So Consumers income and Earning is important to buy products through online. In online shopping if they provide affordable price for all products then the Consumers overcome this price difficulty and online shopping will increase.

Conclusion:

The main objective of the study is to investigate the relationship between the Consumers attitude and preference towards E-Marketing and overall satisfaction of E-Marketing from analysis our findings reveals that E-Marketing plays an important role in today's economy. E-Marketing is an easy method of shopping. Most of the Respondents are influenced online shopping by these factors like time saving, convenient, easiest way to purchase, affordable price, preferable. Easy refund and return policies, money back guarantee schemes are a few of important policies which help in improving the customer assurance and increases online shopping.

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