A STUDY ON CHANGE AND COMPLEXITY IN ELECTRONIC MARKETING

[1]Rakshan Sehar C.M. , [2]Ayesha Zubair

Abstract

In the era of globalization electronic marketing is a great revolution. Over the last decade maximum business organizations are running with technological change. Electronic marketing or marketing is the use of technology for better marketing performance and the retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of Electronic marketing, to see the consumer attitudes towards online platform. This research tackles the issue of shopping experiences in an online environment. As an intense research study, a structured questionnaire method of research was used. The study is intended to investigate consumer's attitudes towards Electronic marketing and specifically studying the factors influencing consumers to shop online. The area selected for the research is Bangalore, and narrowed down to Vasanthnagar, catering to all age groups mentioned in the questionnaire. The sample size selected for this research is 100 and the numbers of respondents are 70. Results reveal that the shoppers prefer buying clothes and accessories in Electronic marketing and security is of important concern among online shoppers in Bangalore.

Keywords: *: Electronic marketing, E-Marketing, Preferences, Customer Attitude.*

Introduction

According to MBN,

"Electronic Marketing or Electronic marketing is the activity or action of buying products or services over the Internet. It implies going internet, arriving on a dealer's site, choosing something, and masterminding its conveyance. The purchaser either pays for the great or administration online with a credit or charge card or upon conveyance."

The trend of Electronic marketing has been increased rapidly in the recent years with the development of internet and due to the easy accessibility of internet usage. Web has changed the manner in which customers buy merchandise and ventures in the meantime, numerous organizations have begun utilizing Internet with the

[1] Master of Commerce, Mount Carmel College, Bangalore.

[2] Master of Commerce, Mount Carmel College, Bangalore.

goal of cutting showcasing costs, in this manner lessening the cost of their items and administrations so as to remain ahead in exceedingly focused markets. Among ranked the world's top 500 companies, 95 percent companies established their own website, 30 percent companies conducted online commercial activities through their website.

This paper, "A Study on Change and Complexity in Electronic Marketing", is used to understand the variables (age, occupation, price, payment options, problems faced, preferences etc.) that affect the process of Electronic marketing.

LITERATURE REVIEW:

1. From the study of Pan (2007, p.5), the author cited from Engel, Blackwell and Miniard (1990), that defines purchasing intention as a psychological process of decision-making. "Purchasing decision process" is when the relevant information is searched by the consumers that are motivated by the fulfilment of demands according to personal experience and the external environment; then after accumulating a certain amount of information, they begin to evaluate and consider; and finally after comparison and judgement, they make the decision on certain products.

2. In the recent study of Chen, Ching and Tsou (2007), the authors cited from Azjen (1988); Azjen and Fishbein (1980), that the theory of reasoned action (TRA) states that behavioural intentions formed through the attitude toward a behaviour and subjective norms lead to actual behaviour given the availability of resources and opportunities. A person's interest in performing a particular behaviour is reflected by the attitude toward a behaviour and it is determined through behavioural beliefs; these beliefs are obtained through a cognitive evaluation of outcomes associated with performing the behaviour and the strength of the association between outcomes and behavior; while the evaluation produces either a favorable or unfavorable response to the object, person, thing or event (Chen, Ching and Tsou, 2007).

3. According to Monsuwe, Delleart and Ruyter (2004), there are five external factors to understand consumer's intention to purchase in the internet which is the consumer personality, situational factors, product characteristics, previous Electronic marketing experiences and the trust in Electronic marketing. Consumer's trait includes their demographic factors such as age, income, gender and educational level will lead them to have the intention to shop online. For age factor, consumers that are aged under 25 has more potential to shop in online because of their

interest in using new technologies to search for product information and compare and evaluate alternatives (Wood, 2002).

4. According to Lee and Turban (2001), reasons that consumers choose not to shop online is because consumers lack of trust in Electronic marketing. Attitude towards security transaction such as payment security, consumer information privacy, return policy, and product shipping guarantee predicts online purchasing intentions for apparels product (Kim, et. al., 2003). Similarly, consumer's trust towards Electronic marketing is based on the level of security and privacy.

5. According to Xia and Monroe (2009), consumers will save in monetary when there are price promotions on specific products. In an online context, consumers are more likely to depend on the price cues to determine the quality of a product which are presented in the web site because they cannot see or touch the actual product (Jiang and Rosenbloom, 2005). The study of So, Wong and Sculli (2005) resulted that when there is the presence of promotional offers, consumers will have higher intention to purchase in web-shopping; purchasing decisions and choice making from alternative evaluations can be made easily when there is the presence of promotional offers.

OBJECTIVES OF THE STUDY

The proposed research objectives are:

1. To analyze the preference of the sample respondents in relation with electronic marketing.
2. To investigate the potential factors affecting Electronic marketing in today's shopping trend.
3. To find out the problems encountered by online buyers.

AREA OF THE STUDY

The area selected for the research is Bangalore, Karnataka and narrowed down to Vasanthnagar.

PERIOD OF THE STUDY

The field of this study is carried out for a period of 4 days from 24th November to 28th November 2018.

METHODOLOGY

The study consisted of a close ended questionnaire which included 12 questions mainly based on the potential factors affecting Electronic marketing to analyze the preference of the sample respondents. This questionnaire was circulated among 100 respondents from all age groups whose names are being kept anonymous. The objective of this study is to find out the necessity of Electronic marketing in today's dynamic environment. The research methodology followed for the proposed research is descriptive method. Qualitative method

is followed for data analysis.

DATA COLLECTION:

The study incorporates the collection of both primary and secondary data for an in depth research

PRIMARY DATA:

Primary data will be collected using direct interview method by using questionnaire method. The questionnaire was used on the 100 employees of Coburg Engineering.

SECONDARY DATA:

Secondary data will be collected from sources like online websites, previous research papers, books, journals, magazines and online articles.

SAMPLE SIZE:

The study was conducted on a heterogeneous sample consisting of 100 employees of Coburg Engineering, a private constructions company located at Bangalore, Karnataka.

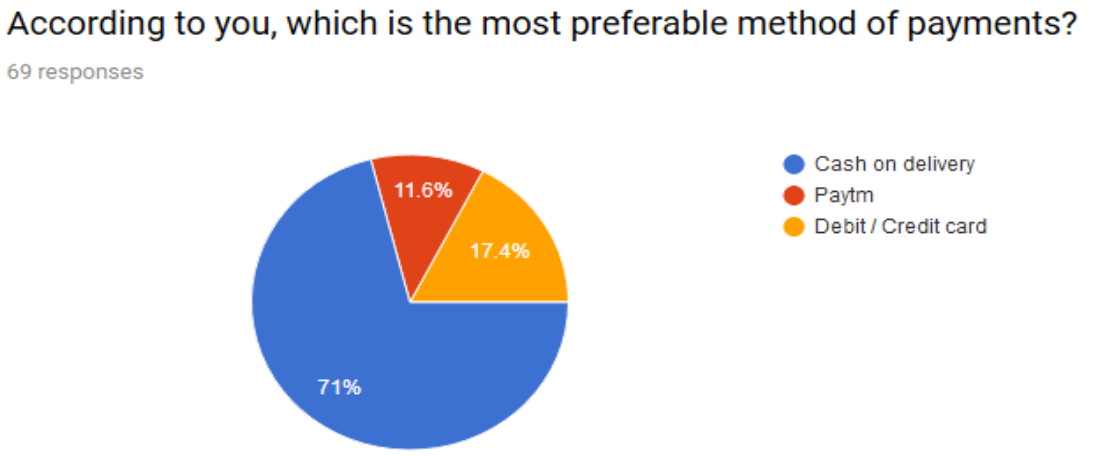
DATA COLLECTION TOOLS:

The major tool used in this study for data collection is Basic Questionnaire method which was circulated to the employees in the form of print outs at the workplace.

FINDINGS AND DISCUSSIONS

The results of the study provide information to various factors which fosters or inhibits the acceptance of Electronic marketing. As a result, we got to know the various views and opinions of respondents regarding the applicability of Electronic marketing in the present business world.

According to the study conducted, the findings for the preferable mode of payment among the respondents, 71% of



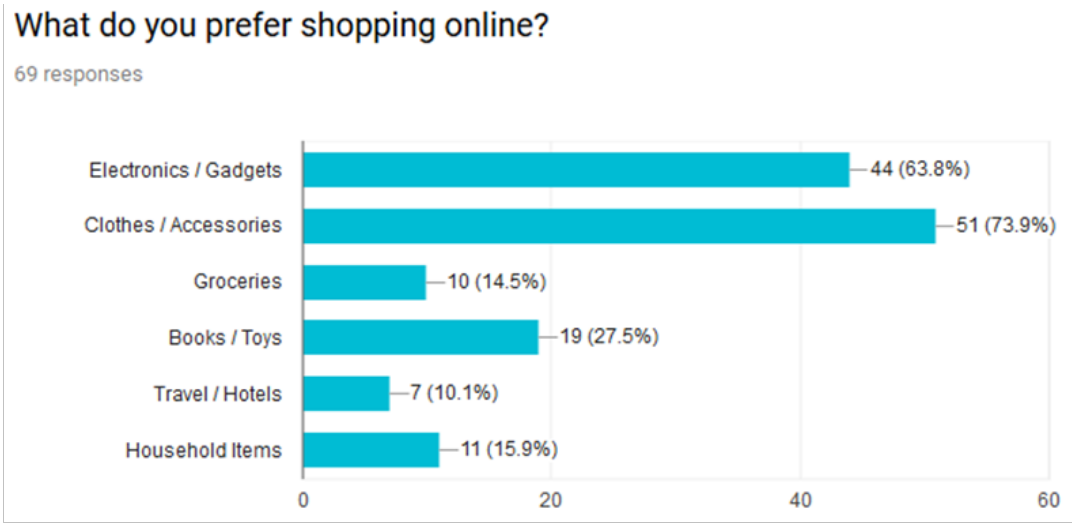


them preferred Cash on delivery option, whereas 11% of the respondents feel comfortable with Payments with Paytm and the remaining 17% of the respondents prefer making payments with their credit cards and debit cards.

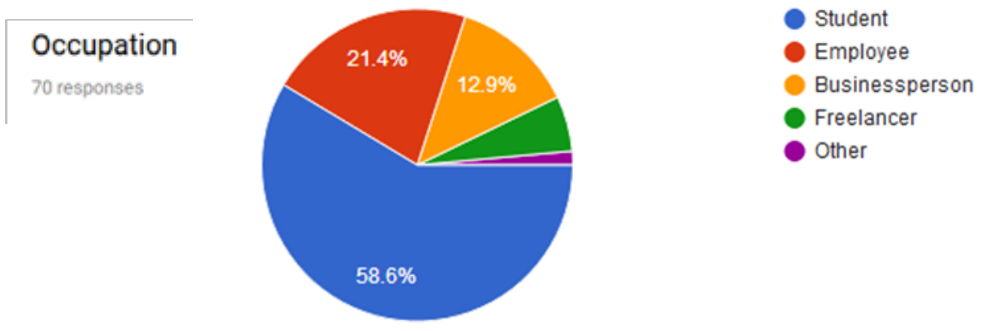
According to the study conducted, the findings for the problems faced by the respondents during online shopping, 28% of the respondents faced high prices of products and services, 41% of the respondents faced the common problem of cheap quality of the delivered goods, 24% of the respondents faced by the respondents was of poor packaging, 17% of the respondents faced the problem of absence of a return or exchange policy and the remaining 10% of the respondents faced the problem of fraud with payments.



According to the study conducted, the findings for reasons considered by the respondents for online shopping, 29% of the respondents chose online shopping for the reason of Convenience, 35% of the respondents chose online shopping for the reason of availability of a variety of products and services, 34% of the respondents chose online shopping for the reason of the low cost of the products or services, 25% of the respondents chose online shopping for the reason of availability of rare products which are not easily available in markets, whereas 5% of the respondents chose online shopping for reasons not mentioned in the list.



According to the study, the findings for the most preferred items of online shopping, 44% of the respondents prefer shopping for electronic items and gadgets, 51% of the respondents prefer shopping for Clothes and accessories, 10% of the respondents prefer shopping for Groceries, 19% of the respondents prefer shopping for Books and Toys, 7% of the respondents prefer shopping for Travel and hotel bookings, 11% of the respondents prefer shopping for household items.



According to the findings, the occupation of the respondents, the majority of the respondents were students who contributed to 58% of the respondents, 21% of the respondents were employees, 12% of the respondents were businessmen, 9% of the respondents were freelancers and 2% of the respondents were people who are not mentioned in the list.

RECOMMENDATIONS:

1. As the majority of respondents are involved in making payments with the cash on delivery option, I would like to recommend them that they should indulge more in making online payments as it increases the percentage of internet banking and also improves the trend of demonetization.
2. I would also like to recommend that the respondents should conduct online shopping activities from safe and secure websites as there is a majority of fraudulent activities taking place aimed at duping people.

CONCLUSION

To conclude, we received mixed responses from the survey conducted. Every individual gets a different level of experience while shopping online. It has been largely opted for due to the convenience it provides.

The product ranges available online ranges from local markets upto global brands. Electronic marketing has a great future that is expected to go down in the upcoming years.

BIBLIOGRAPHY/REFERENCES

1. https://www.businesscasestudies.co.uk
2. https://www.slideshare.net
3. https://www.logisticsmgmt.com