Customer Attitude on E-Marketing - A Study in Coimbatore City

*. **Dr. N. Shanmugavadivu**
** **Mrs. Kavitha K.R.**

* Assistant Professor of Commerce (CA) Department of Commerce, Government Arts College, Udhagamandalam, The Nilgiris – 643 002
** Assistant Professor of Commerce (CA) Department of Commerce, Sree Narayana Guru College, Coimbatore – 641 042

Introduction

In the era of globalization, electronic marketing is a great revolution. Over the last decade, maximum business organizations are running with technological change. Online shopping or marketing is the use of technology (i.e., computer) for better marketing performance. And retailers are devising strategies to meet the demand of online shoppers; they are busy in studying consumer behavior in the field of online shopping, to see the consumer attitudes towards online shopping. Therefore, we have also decided to study consumer's attitudes towards online shopping and specifically studying the factors influencing consumers to shop online.

On the other hand, E- commerce has been grown very fast because of many advantages associated with buying on internet because of lower transaction and search cost as compared to other types of shopping. Through online shopping consumers can buy faster, more alternatives and can order product and services with comparative lowest price.. Therefore Marketers have carefully analyzed the consumers' attitude and behavior towards the online shopping and spend billions of dollars to facilitate all the demographics of online shoppers.

Statement of Problem

An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the Internet. Statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping, the interest of marketers is also increasing in studying what actually motivates consumers to shop online. Fierce competitions among online sellers have forced them to gain the competitive edge in the field of virtual shopping.

In order to gain competitive edge in the market, marketers need to know the consumer behavior in the field of online shopping. Therefore, it is important to analyze and identify the factors, which influence consumers to shop online in order to capture the demands of consumers.

Other than the factors, which influence consumers to shop online, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly.

Objectives of the Study

Primary Objective

Generally, this project is to identify the attitude of online shoppers towards E-Marketing.

Secondary Objectives

1. To investigate how socio-demographic (age, income and occupation) affect consumer's attitude towards e-marketing.

2. To Probe how the pattern of online buying (type of goods, e-commerce experience) influences consumer's attitude towards E-marketing.

3. To examine how purchase perception (product perception, customer services consumer risk) influence consumer's attitude towards E-marketing

Research Methodology

This is one, which is concerned with describing the characteristics of a particular individual, group and situation. It narrates the facts and characteristics concerning individuals, groups and situations. It is also concerned with determining the frequency with which something occurs or how two variables vary together.

Data Collection Method

In this research, primary data and secondary data are used. Primary data are collected using questionnaires. The secondary data have been collected from various journals, magazines, books and websites.

Sample Size

The study is a random sample of 125 respondents.

Period of the Study

The study was undertaken for the period of 6 months i.e. from Aug 2015 to Nov2015

Limitation of the Study

The study has certain limitations they are

1. The study is restricted only to the consumers who use online shopping within Palakkad city.

2. The number of the respondents is restricted to 125.

Frequency of Purchase Online

Frequency of Purchase Online	No. of Respondent	Percentage
Once in a week	30	24%
Once in a fortnight	10	8%
Once in a month	54	43.2%
Once in two months	31	24.8%
TOTAL	125	100

Interpretation

The above table reveals that 24% of the respondents are belonging to once in a week, 8% of the respondents are belonging to once in a fortnight, 43.2% of the respondents are belonging to once in a month, 24.8% of the respondents are belonging to once in two months.

Majority of the respondents belonging to once in a month

Products that Consumers Buy on Internet

Products	No. of Respondent	Percentage
Books	37	29.6%
Music CDs	13	10.4%
Clothes	34	27.25%
Mobile	23	18.4%
Laptop	18	14.4%
Others	0	0
Total	125	100

Interpretation

The above table reveals that 29.6% of the respondents are belonging to books, 10.4% of the respondents are belonging to music CDs, 27.25% of the respondents are belonging to clothes, 18.4% of the respondents are belonging to mobile, and 14.4% of the respondents are belonging to laptop.

Majority of the respondents belonging to books

MONTHLY FAMILY INCOME AND FREQUENTLY PURCHASE OF ONLINE SHOPPING

Null Hypothesis

There is no significant relationship between monthly family income and frequently purchase of online shopping.

Frequently Purchase of Online Shopping

Monthly Family Income	Once in a Week	Once in a Fortnight	Once in a Month	Once in Two Months	Total
Less than 10000	0	1	2	2	5
10001-20000	18	7	26	15	66
20001-30000	4	0	9	4	17
30001-40000	7	4	12	10	33
More than 40001	1	0	2	1	4
TOTAL	30	12	51	32	125

An attempt has been made to find the significant relation between monthly family incomes and frequently purchase of online shopping.

Degree of freedom =12, Calculated Chi-square value = 15.84

Table value at 5% level of significant = 21.026

Result: At 5% level of significance, the calculated value 15.84 is less than the table value 21.026 so the null hypothesis is rejected. Hence, it may be conclude that there is relationship between monthly family income and frequently purchase of online shopping.

Ranking For Factors Influenced By Consumers to Online Shopping

Particulars	SA	A	NADA	DA	SA	Total Resp.	Weighted Average	Rank
	5	4	3	2	1			
It saves your time	105	12	3	4	1	125	12.72	I
It does not require travelling to far off distance	30	45	32	10	8	125	3.632	V
Anywhere any time shopping	29	40	24	13	19	125	3.376	VIII
It takes a long time to deliver products	7	36	32	28	22	125	2.824	XVI
It takes more time to search specific product	10	22	34	33	36	125	2.736	XVIII
Speed of internet affects your online shopping	10	22	34	33	26	125	2.656	XIX
It gives me ease of shopping at home	55	28	14	18	10	125	3.928	II
Shopping 24x7	25	38	36	12	14	125	3.384	VII
Ease to make payment assistance	20	35	25	23	22	125	3.064	XIII
I get better discounts offers on internet	14	25	28	31	27	125	2.644	XX
I do not think that online shopping results in monetary benefits	31	19	29	34	12	125	3.184	XI
I can customize the products according to my specification	46	28	19	20	12	125	3.608	IV
I cannot negotiate prices on internet.	49	35	19	7	15	125	3.768	III
I can shop from stores located at any part of the world.	29	33	32	18	13	125	3.144	XII
I have access to Global brands	30	40	31	14	10	125	3.528	VI
Lack of physical evidence affects my purchase decision	17	37	24	28	19	125	3.04	XIV
Wide choices of brands to choose	19	21	38	27	20	125	2.936	XV
The actual products do no match the products shown on site.	45	14	26	15	25	125	3.312	IX
I do not get much variety in products	32	18	35	25	15	125	3.216	X
I feel difficulty choose a product because of intangibility	11	27	32	29	26	125	2.744	XVII

Interpretation

The respondents have given the first rank to it saves your time, the respondents have given the second rank to it gives me ease of shopping at home, the respondents have given the third rank to I cannot negotiate prices on internet, the respondents have given the fourth rank to I can customize the products according to my specification, the respondents have given the fifth rank to It does not require travelling to far off distance, the respondents have given the sixth rank to I have access to Global brands, the respondents have given the seventh rank to Shopping 24x7 , the respondents have given the eighth rank to Anywhere any time shopping, the respondents have given the ninth rank to The actual products do no match the products shown on site, the respondents have given the tenth rank to I do not get much variety in products, the respondents have given the eleventh rank to I do not think that online shopping results in monetary benefits, the respondents have given the twelfth rank to I can shop from stores located at any part of the world the respondents have given the thirteenth rank to Ease to make payment assistance, the respondents have given the fourteenth rank to Lack of physical evidence affects my purchase decision which, the respondents have given the fifteenth rank to Wide choices of brands to choose, the respondents have given the sixteenth rank to It takes a long time to deliver products, the respondents have given the seventeenth rank to I feel difficulty choose a product because of intangibility, the respondents have given the eighteenth rank to It takes more time to search specific product, the respondents have given the nineteenth tank to Speed of internet affects your online shopping, the respondents have given the twentieth rank to I get better discounts & offers on internet.

Findings

1. Majority of the respondents belonging to 21-30

2. Majority of the respondents belonging to female category

3. Majority of the respondents belonging to Urban

4. Majority of the respondents belonging to Professional

5. Majority of the respondents belonging to Professional

6. Majority of the respondents belonging to yes for own internet connection.

7. Majority of the respondents belonging to once in a month

8. Majority of the respondents belonging to wide range of products

9. Majority of the respondents belonging to yes for online marketers are providing competitive prices

10. Majority of the respondents belonging to books

Suggestions

1. Instant gratification is missing in online shopping

2. More discounts must offer in online shopping

3. Online shopping must improve its safety.

4. E-marketing should show more pictures of the product.

5. Make instant checkout the standards.

6. Must ensure more privacy

Conclusion

E-marketing is the most recent trend in the marketing field. The internet has become a major resource in modern business thus; online shopping has gained significance not only from the entrepreneur's but also from the consumer's point of view. Having access to online shopping has truly revolutionized and influenced our society as a whole. This use of technology has opened new doors and opportunities that enables for a more convenient lifestyle today. However, the concept of online shopping led to privacy to the privacy conflicts. Today with the latest features of technology, measures are being taken in order to stop hackers and criminal from inappropriate accessing private database, Through privacy and security polices website designers are doing the best to put an end to the unethical practice .By doing so, society will continue depend upon online shopping, which will allow it to remain a tremendous success in the future.