

Customer Response Towards On Line Marketing- With Special Reference to in Tumakuru City

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Abstract

Online marketing is an emerging sector all-round the world, specifically the growth of online marketing in India is rapidly moving in an upward direction from the last decade. When we talk about online marketing now-a-days the common name which almost known to every person is amazon and flip kart. The role of these two online marketing hubs among others in India is very much popular. The paper is making an attempt to analyse the customer response about the purchases made on amazon and flip kart online marketing hubs. It is also observing that how perception, attitude and response of customers is measured in terms of their purchases and experience after purchase of goods and services.

Key words: online marketing, amazon, flip kart, customer response, purchases.

Introduction

Marketing is an essential transforming chain of goods and services between producers to the consumer. Marketing is an vital serving mechanism which is supplying the goods and services regularly to the ultimate consumers. Marketing therefore is playing a pivotal role in the economic development a country; it is big sources of revenue generation to the Government. Marketing is a long process where the producer produces goods supplies it through whole seller, retailer to the ultimate consumer. Marketing is not only deals with buying and selling of goods and services but it also deals with advertising, fixing an appropriate price to a product and placing it in right time, to the right people at a right amount.

Online marketing is a growing sector, because of digitalisation it is becoming more popular among mass in India. Online marketing is a mechanism where the interested buyer can search goods and services he wish to purchase and place an order just by clicking a button by sitting in his convenient place by saving his time, energy and money. People who have access to internet and have knowledge about online marketing can definitely reap benefits.

Online marketing is easy and economical source of shopping to the public at large. People in India has a positive response about online marketing, specially about amazon , flip kart, quiker.com and others. Amazon and flip kart is rolling the online marketing in India.

Meaning of marketing

Marketing is process of efforts taken to make a customer to buy and sell goods and services. It includes pre purchase efforts and post purchase efforts deployed to satisfy the needs and wants of a customer.

Definition of marketing

According to Philip Kotler

“marketing is analysing, organising, planning and controlling of the firms customers impinging resources, policies, activities with a view to satisfy the needs and wants of chosen customers groups at a profit”.¹

Online marketing

It is a process of conducting marketing activities geographically through electronic means, without any face to face contact of buyers and sellers.²

Consumer behaviour

According to Ostrow and Smith

“Consumer behaviour is all about the study of actions of the consumers in the market place and the underlying motives of those actions”.³

Objective of the study

1. To analyse customer behaviour on online marketing

2. To understand customer response about on line marketing.

Scope of the study

The study is conducted in the tumakuru city only.

Sample size

The customers who are buying goods and services on amazon and flip kart had been taken into account, 50 customers are taken as respondents on convenient sampling basis.

Limitation of the study

1. Study is restricted to tumakuru city only.
2. Study is conducted for six months period.
3. Because of limited only 50 respondents has been as sample.

Findings

1. Majority of female respondents are buying more goods and services through online marketing.
2. Majority of respondents are related to salaried employee group who are buying more goods and services online.
3. Majority of the respondents that is 25(50%) have completed graduation and followed by post-Graduation that 15(30%) respondents have completed their post-graduation.

Review of literature

LubnaRiz.V Studied, “Online Marketing Through Consumers: A Study Of Effectiveness Of Various Tools And Techniques Across Industries”, the paper focuses on consumer’s brand perception and purchasing decisions are influenced by different online marketing tools used across the industries such as word of mouth(WOM), online chat assistance and email advertising. It also studied relationship between the different online marketing tools and techniques and their effects on the brand perception and consumer purchasing decision. The study was conducted in Karachi where consumers brand perception and purchasing decision is WOM and the dependency exists on these three variables. The result shows that majority of respondents used WOM rather other two variables namely online chat assistance and email advertising.

P Sathya Studied, “A Study Digital Marketing and its Impact”, the study focuses to recognise the usefulness of digital marketing in the competitive market and to study the impact of digital marketing on consumers purchase. The study shows a result those consumers are satisfied through purchasing digital marketing. Awareness about online shopping is 100% among the respondents. The respondents are satisfied with purchasing procedure, availability of online information about products and services. Majority of respondents purchased 2 to 5 times annually. The paper suggests that improvement in technical advancement in promotion of digital marketing is necessary; it is also suggest that the consumers feedback must be collected and implemented. The transparency in information and description of the product must be elaborated further.

Rahul Kumar Studied, “The Future of Online Shopping in India: A Study of Punjab and Haryana State of India”, the study focuses on understanding online buying behaviour of consumers in India. It also attempted to evaluate impact of cost on online shopping. It also wishes to provide marketing strategies to the marketing professionals, to improve online shopping among Indian consumer. The study is conducted with structured questionnaire in Punjab and Haryana region of India. The convenience sampling method is used and sample size 150 respondents the findings of the study reveals that majority of customers falling under the age group between 18 to 30 years are showing more interest in online shopping. It is also reveals that online shopping should improve after sales services, safety payment option, timely delivery of product with better packing. The study says that market segments like toys, flowers, electric products, mobile; home and kitchen items must be targeted by the marketer to attract more online shopping.

Dr G.K. Deshmukh, Dr Sanskrity Joseph, Studied, “Online Shopping in India: An Enquiry of Consumers’ World”.

The study focuses on to understand online shopping behaviour of consumers in India. The paper provides useful information to the marketer as well as to the consumer. The researcher has conducted an empirical study of 100 online shoppers to identify their online shopping behaviour

using structural equation modelling. The key findings of the study reveals that demographic, profile of customers, types of products to be purchased, online seller of the product and the characteristics of online shopping website had positive impact on the intention and online shopping behaviour of the customers in India.

Prof Pritam P. Kothari, Prof Shivaganga S Maindargi Studied, “A Study on Customer Attitudes Towards Online Shopping in India And Its Impact: With Special Reference To Solapur City”. The study focuses on analysing factors affects customers attitude towards online shopping, to study factors motivates customer attitudes towards online shopping and study also deals with potentials for development of online shopping in India.

The study shows the result that, due to revolution in telecommunication sector number in internet users increased in recent times, but still many customers give first preference to manual shopping for regular purchase. The findings shows that the respondents are preferring online shopping due to various motives like less price or price discount, time saving, due to availability of number of sits range and variety of products are available etc. the study also reveals that majority of respondents are satisfied with online shopping. The study says that the occupation of respondents is independent of purchase habit; occupation is not playing any role in product choice. The study suggests that the companies should reduce shipping charges or delivery of the product should be given free. Majority of customers are not aware about various pre and post services rendered by these shopping companies.

The analyses of above review of literature reveals that the study is conducted on the topics like, consumer’s brand perception and purchasing decisions, digital marketing in the competitive market, online buying behaviour of consumers in India, online shopping behaviour of marketers and consumers, customers attitude towards online shopping in India etc.

A research paper on customer response towards online marketing with special reference to tumakuru city is not undertaken, hence the paper is an attempt to reveal that the customer response towards online marketing has not been undertaken earlier, and it is original effort undergone by the resaercher to make an attempt to analyse the customer response towards online marketing in tumakuru city.

Analysis of the study

Gender-Wise classification of Respondents

Table No.1 Gender-Wise classification of Respondents

Gender	No. of respondents	Percentage (%)
male	15	30
female	35	70
others	00	00
total	50	100

Source: Field survey

It can be observed that out of 50 respondents, 15 (30%) are male, 35(70%)are female respondents and no respondents is belonging to others. It can be said that female respondents are buying more goods and services through online marketing.

Occupation

Table No.2 Classification on the basis of occupation

Occupation	No. of respondents	Percentage (%)
salaried	30	60
Self employed	10	20
House wives	05	10
Students	05	10
total	50	100

Source: Field survey

It can be observed that out of 50 respondents, 30(60%) are salaried employees, 10(20%) respondents are self-employed, 05(10%) respondents are house wives and 05(10%) respondents are students.

It can be said that out of 50 respondents majority of respondents are related to salaried employee group who are buying more goods and services online followed by self-employed with 10(20%) of respondents are related to this group.

Education

Table No.3 Classification on the basis of education

Occupation	No. of respondents	Percentage (%)
Post-graduation	15	30
Graduation	25	50
PUC	05	10
SSLC	05	10
total	50	100

Source: Field survey

It can be observed that out of 50 respondents, 15(30%) respondents have completed their post-graduation, 25(50%) respondents have completed their graduation, 05 (10%) respondents have completed their PUC and 05(10%) respondents have passed in SSLC.

It can be said that majority of the respondents that is 25(50%) have completed graduation and followed by post-Graduation that 15(30%) respondents have completed their post-graduation.

Age

Table No.4 Classification on the basis of Age

Occupation	No. of respondents	Percentage (%)
15-25 years	15	30
25-35 years	20	40
35-45 years	10	20
Above 45 years	05	10
total	50	100

Source: Field survey

It is revealed that out of 50 respondents, 15(30%) respondents are belonging to the age group between 15-25 years, 20(40%) respondents are belonging to the age group between 25-35 years , 10(20%) respondents are belonging to the age group between 35-45 years and 05(10%) respondents are belonging to the age group above 45 years .

It can be observed that majority of the respondents are belonging to the age group 25-35 years followed by respondents belonging to age group of 35-45 year.

Family size

Table No.5 Classification on the basis of family size

Family size	No. of respondents	Percentage (%)
Nuclear family	35	70
Joint family	15	30
total	50	100

Source: Field survey

It can be said that out of 50 respondents, 35(70%) respondents are belonging to nuclear family and 15(30%) respondents are belonging joint family.

It can be said that majority of the respondents are belonging to nuclear family.

Online sites purchased

Table No.6 - Classification on the basis of online sites purchased

Online Sites	No.of respondents	Percentage (%)
Amazon	25	50
Flip kart	20	40
ebay	00	00
myntra	05	10
others	00	00
total	50	100

Source: Field survey

It can be said that out of 50 respondents, 25(50%) respondents have purchased from amazon, 20(40%) respondents have purchased from flip kart, 05(10%) respondents have purchased from myntra and none of the respondents have purchased from ebay and others under the study period.

It can be said that majority of the respondents have purchased from amazon and flip kart in the tumakuru city under the study period.

Category of product

Table No.7 Classification on the basis of category of product

Category of Product	No. of respondents	Percentage (%)
Garments	15	30
Electronic items	15	30
Cosmetics	10	20
House hold items	10	20
Others	00	00
Total	50	100

Source: Field survey

It can be said that out of 50 respondents, 15(30%) respondents have purchased garments, 15(30%) respondents have purchased electronic items, 10(20%) respondents have purchased cosmetics, 15(30%) respondents have purchased house hold items and none of the respondents have purchased other products.

It can be said that majority of respondents have purchased garments and electronic items followed by respondents who have purchased cosmetics and house hold items.

Price

Table No.8 Classification on the basis of price

Price	No. of respondents	Percentage (%)
High price	10	20
Moderate price	15	30
Low price	25	50
Total	50	100

Source: Field survey

It can be said that out of 50 respondents, 10(20%) respondents says that product price is high, 15(30%) respondents says that product price is moderate and 25(50%) says that product price is low.

It can be said that majority of respondents says that product price is low.

Delivery service

Table No.9 Classification on the basis of delivery service

Delivery service	No. of respondents	Percentage (%)
Excellent	15	30
Good	25	50
Satisfactory	05	10
Dissatisfactory	05	10
total	50	100

Source: Field survey

It can be said that out 50 respondents, 15(30%) respondents have excellent delivery service, 25(50%) respondents have good delivery service, 05(10%) respondents have satisfactory level of delivery service and 05(10%) respondents have dissatisfactory level of delivery service.

It can be said that majority of the respondents have good delivery service followed by respondents with excellent delivery service.

Purchased experience

Table No.10 Classification on the basis of purchased experience

Category of Product	No. of respondents	Percentage (%)
Excellent	15	30
Good	25	50
Satisfactory	05	10
Dissatisfactory	05	10
total	50	100

Source: Field survey

It can be said that out 50 respondents, 15(30%) respondents have excellent purchased experience, 25(50%) respondents have good purchased experience, 05(10%) respondents have satisfactory level of purchased experience and 05(10%) respondents have dissatisfactory level of purchased experience.

It can be said that majority of the respondents have good purchased experience followed by respondents with excellent purchased experience.

Quality

Table No.11 Classification on the basis of quality

Quality	No. of respondents	Percentage (%)
Excellent	10	20
Good	25	50
Satisfactory	10	20
Poor	05	10
Total	50	100

Source: Field survey

It can be said that out 50 respondents, 10(20%) respondents have received products with excellent quality, 25(50%) respondents have received products with good quality, 10(20%) respondents have received products with satisfactory level of quality and 05(10%) respondents have received products with poor quality.

It can be said that majority of the respondents have received products with good quality.

Return policy

Table No.12- Classification on the basis of return policy

Return policy	No. of respondent	Percentage (%)
Difficult	05	10
Moderately difficult	05	10
Easy	40	80
Total	50	100

Source: Field survey

It can be said that out 50 respondents, 05(10%) respondents says that return policy is difficult, 05(10%) respondents says that return policy is moderately difficult and 40(80%) respondents says that return policy is easy.

It can be said that majority of respondents says that return policy is easy.

Pick-up services

Table No.13 - Classification on the basis of pick-up services

Return policy	No. of respondents	Percentage (%)
Difficult	05	10
Moderately difficult	05	10
Easy	40	80
total	50	100

Source: Field survey

It can be said that out 50 respondents, 05(10%) respondents says that pick-up service is difficult, 05(10%) respondents says that pick-up service is moderately difficult and 40(80%) respondents says that pick-up service is easy.

It can be said that majority of respondents says that pick-up service is easy.

Refund procedure

Table No.14 - Classification on the basis of refund procedure

Refund procedure	No. of respondents	Percentage (%)
Difficult	05	10
Moderately difficult	05	10
Easy	40	80
total	50	100

Source: Field survey

It can be said that out 50 respondents, 05(10%) respondents says that refund procedure is difficult, 05(10%) respondents says that refund procedure is moderately difficult and 40(80%) respondents says that refund procedure is easy.

It can be said that majority of respondents says that refund procedure is easy.

Findings

1. Majority of female respondents are buying more goods and services through online marketing.
2. Majority of respondents are related to salaried employee group who are buying more goods and services online.
3. Majority of the respondents that is 25(50%) have completed graduation and followed by post-Graduation that 15(30%) respondents have completed their post-graduation.
4. Majority of the respondents are belonging to the age group 25-35 years followed by respondents belonging to age group of 35-45 year.
5. Majority of the respondents are belonging to nuclear family.

6. Majority of the respondents have purchased from amazon and flip kart in the tumakuru city under the study period.
7. Majority of respondents have purchased garments and electronic items followed by respondents who have purchased cosmetics and house hold items.
8. Majority of respondents says that product price is low.
9. Majority of the respondents have good delivery service followed by respondents with excellent delivery service.
10. Majority of the respondents have good purchased experience followed by respondents with excellent purchased experience.
11. Majority of the respondents have received products with good quality.
12. Majority of respondents says that return policy is easy.
13. Majority of respondents says that pick-up service is easy.
14. Majority of respondents says that refund procedure is easy.

Suggestions

1. Awareness about online marketing should be made further; because many people does not have confidence on online marketing they believe that traditional marketing is safe and secure.
2. Awareness in rural and semi-urban areas must communicate.
3. Confidence should be built-in among public by face to face interaction.
4. Delivery services are satisfactory but further steps should taketo track address with disturbing the customer by making number of calls.
5. The price of many products is on MRP, discounts should be offered to all products.
6. There should not delivery charge on the product, it should be zero without availing membership fees.
7. Membership fees are high must cut down.

Conclusion

Online marketing is playing a pivotal role in the economic development of the country. It is save the time, energy and money of the customer. It is advised that the online marketing needs to deal in secure, safe and high quality goods and services.it needs win the confidence and faith of the public at large to further open doors of growth.

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