

Towards E-Marketing – An Empirical Study on Online Shopping In India

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Abstract: The present article tries to draw the attention about consumers changing paradigm shift from physical shopping to the new trend such as online shopping which not only saves time but it is also more convenient form of better shopping experience. As Internet is becoming more widely used, online shopping is also growing tremendously. As many businesses are attempting to globalize their sales, Internet becomes the primary means of advertising and selling their products or services worldwide. Trying to gain experience about different customer about marketing. How the consumer use all the online websites. Consumer trends and convenient about using the websites which reflex's the consumer shopping patterns. Consumers also reported that they could perceive the potential for time savings and reduced effort compared with traditional forms of shopping. Shopping online is a new and incredible innovation.

Keywords: Online shopping, Paradigm, Patterns, Traditional, Innovation.

I. INTRODUCTION

As Internet is becoming more widely used, online shopping is also growing tremendously. As many businesses are attempting to globalize their sales, Internet becomes the primary means of advertising and selling their products or services worldwide. Many businesses are creating web pages in addition to their retail stores, and many start their businesses with online stores alone. Online store is the number one remote shopping method that consumers use nowadays, on top of phone orders, mailing, etc. Although there are advantages of online shopping that attract consumers, there is room for further growth of online shopping. There are many factors that contribute to customer satisfaction when shopping online. Most importantly, customers need to trust online businesses to shop on their Web sites. Thus primarily, online vendors need to build customer trust. Consumers' mistrust about online vendors and risk perceptions about online shopping can discourage further growth of online shopping. In addition, other technological factors, such as ease of finding products and delivery speed, are important to satisfy customers. This Web site will examine advantages and customer concerns relating to online shopping and provide possible solutions to these concerns in order to reduce negative perceptions and to facilitate shopping for higher customer satisfaction.

II. A BRIEF HISTORY OF E-MARKETING

Online marketing has become an integral part of people's lives, especially the ones living in urbanised surroundings. Everyday, we, as customers, are exposed to several publicity gimmicks, thrown at us in varied forms on the World Wide Web. Buying and selling of products and services on the Internet are the 'in-thing' in today's business world.

When Internet was first introduced, very few businessmen actually realised its potential as a marketing tool. About 12 years go, the biggest of entrepreneurs declared it unfit for commercial purposes. Back then, it was just used for simpler tasks like emailing and data transfer.

One of the very first Internet service providers, Netscape, brought the online world into prominence by exploring its commercial potentiality. The company wanted the Web to be more accessible to people willing to buy and sell things online. In August, 1995, Netscape went public with its shares. Within weeks, public interest swelled up and advertisers lapped up at this golden opportunity. The wide reach, easy accessibility and cost-effectiveness of Internet made online marketing a highly sought-after service.

Terms like search engine marketing, viral marketing, email marketing and affiliate marketing have been integrated into the wide sphere of the 'virtual' marketplace. Ideal for almost all types of products and services, irrespective of the size of the business, online marketing promises to reign the world of trade with its simple and effective guidelines.

Having goods and services marketed on the internet seems second nature now, but actually internet marketing is a relatively new phenomenon. When the internet first started and more of the public began to access it, companies began to realize that they could utilize the internet to provide information to potential customers. The first examples of internet marketing were simply text websites. They were very basic and simple with no pictures or graphics. As the internet started to develop, more and more companies realized that they had a global audience at their disposal. Websites became more complex. They contained pictures of products and graphics intended to keep the customer interested.

There also was an increased use of the internet as a source of advertising. Companies began to place ads on other websites to promote their products. Today pay per click advertisements benefit both the publishers of the websites and the company which has goods to sell. Affiliate programs are also very popular. They allow website owners to advertise products on their website and if a customer purchases the item, then the website owner gets a percentage of the sale. The internet has even been used as a primary source of advertising. Companies have created innovative advertising programs, sometimes referred to as viral marketing. Viral marketing seeks to create a buzz about a product through word of mouth. Some viral marketing plans even use alternate reality games in order to promote a particular product.

III. REVIEW OF LITERATURE

Benedict et al (2001) in his study on perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, but also by exogenous factors like consumer traits, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping.

Childers et al (2001) concluded that "enjoyment" results from the fun and playfulness of the online shopping experience, rather than from shopping task completion. The purchase of goods may be incidental to the experience of online shopping. Thus, "enjoyment" reflects consumers' perceptions regarding the potential entertainment of Internet shopping found "enjoyment" to be a consistent and strong predictor of attitude toward online shopping.

Menon and Kahn, (2002); Childers et al., (2001); Mathwick et al., (2001) concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness", or their perceptions of emotional and hedonic dimensions like "enjoyment by including both utilitarian and hedonic dimensions, aspects from the information systems or technology literature, as well as the consumer behavior literature are integrated in our framework.

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. Time saving

Strauss and Ansary (2006) defined Internet marketing in their latest book as the use of information technology in the process of creating, communicating, and delivering value to customers, and for managing customer relationships in ways that benefit the organization and its stake holders. This explanation tells that e-marketing is not only about selling products or providing services through IT but it is lot more than that. It is not just traditional marketing using the information technology tools but it's a strategic model to achieve brand value and provide customer satisfaction.

Definition of E- Marketing

E- Marketing is described by the Institute of Direct Marketing as 'the use of internet and related digital information and communications technologies to achieve marketing objective'.

Mohammed et al (2001) define Internet Marketing as 'the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products and services that satisfy the goals of both parties'.

Philip Kotler (cited in Web Metrics Paper, 'Winnings on the Web' (2002)) sums up the changing shift in power and observes, 'Intelligent management of information and the use of technology – supported customer interactions are among

the e-marketing rules for the new economy'. Marketers need to make creative and innovative use of information employing both technology and intuition to tease out trends and opportunities.

Meaning of Online Shopping

On line shopping is the process where the consumer directly buys goods or services from a seller in real time without an intermediary service over the internet.

Advantages:

✓ **Convenient:**

Convenience includes the overall ease of finding a product, time spent on shopping, minimization of overall shopping effort. Online shopping allows consumers to shop at the convenience of their own home, and to save traveling time to retail stores and spend their time on other important tasks and hobbies.

✓ **No need for vendors and no pressure to buy:**

Online shopping benefits both the society as a whole and individuals. The society can save human resources when consumers help themselves by browsing freely online instead of asking for assistance from vendors.

✓ **Infinite shelf space" available:**

Consumers desire a variety of products because they look for the right product that will fully satisfy them. There is infinite variety of products available online because online shopping allows consumers to browse through products that are made all around the world without geographical boundaries.

✓ **Able to compare product price and features:**

With the online tools that enable product comparison, consumers can compare product prices and features to make a better decision with less effort.

Disadvantages:

✓ **Access to the Internet and computer necessary :**

Because one needs money to buy a computer and to have internet connection, online shopping seems to be limited people of reasonable amount of income. Also, since it is harder to learn computer at an older age, the elderly people tend shop at traditional retail stores.

✓ **Privacy and security issues:**

Privacy is the number one reason that non-online shoppers do not shop online. Almost 95% of Web users have declined to provide personal information to Web sites at one time or another when asked.

✓ **Too many choices:**

Although having access to a very large number of products is highly desirable, consumers have limited cognitive resources and may simply be unable to process the potentially vast amounts of information about these alternatives.

✓ **Product category risk :**

Product category risk is related to functional products such as apparel, perfume, and electronics, that have functions that cannot fully be experienced online. Online shopper are worried that the products will not be what they have expected by viewing online.

✓ **Enjoyment of retail shopping lost:**

Many enjoy shopping with others and it is often a good way to make social connections. When shopping independently online, the enjoyment is lost.

Best Indian Online Shopping Websites

Online shopping is becoming popular in India these days. In a country like India, where people has to depend on metro cities for finding commodities with good quality and wide selection, Online shopping offers vast, easy and interesting shopping experience.

Online shopping provides several advantages like 24 hours shopping, which requires less travel, rich product availability and specifications etc. Almost all online shopping sites now offer items in discounted price and free shipping for selected items thereby attracting the net savvy customers to have a try. Unlike conventional shopping the consumer can get a detailed account of the specifications of the commodity through the website.

Online shopping has its drawbacks too, we cannot touch and feel the item, delay in shipping, risk of loosing your money etc are a few.

Ebay and Amazon are the market leaders in online shopping in the world. However local counterparts are more popular in India. Here is a list of popular websites offering online shopping in India. (Read more articles like this at <http://www.weeksupdate.com/> [1])

Home Shop 18

HomeShop18 is a venture of theNetwork18 Group, India's fastest growing media and entertainment Group. Network18 operates India's leading business news television channels - CNBC TV18 and CNBC Awaaz. HomeShop18 has also launched India's first 24 hour Home Shopping TV channel. The company has its headquarters in Noida, UP. The website has received the 'Best shopping site' award from PC World Magazine in 2008. <http://www.homeshop18.com/> [2]

Indiaplaza

Indiaplaza, with operations in Bangalore, Chennai and Austin is now the world's largest India-centric e-commerce company with over one million online transacting customers globally. It offers a catalogue of over 3.5 million items for sale and also has in-house control of web technologies, warehousing and logistics; supported by a 24-hour Customer Service Centre in Bangalore. Indiaplaza offers support to shopping gateways of Sify, Manorama etc. <http://www.indiaplaza.in/> [3]

Ebay India

eBay.in is the Indian version of the popular online shopping portal eBay.com - world's online marketplace. Ebay has a diverse and passionate community of individuals and small businesses. Ebay offers used and fresh items with a wide network of international shipping.

<http://www.ebay.in/>[4]

Naaptol

Launched in January 2008, Naaptol has grown to become India's leading comparison based social shopping portal, the one-stop destination for all shoppers, merchants and market enthusiasts. <http://www.naaptol.com/>[5]

Future Bazaar

FutureBazaar.com is owned and operated by Future Bazaar India Ltd. (FBIL), the people behind Pantaloon Retails, Bigbazaar shopping mall. FBIL is the e-commerce arm of the Future Group. The company was incorporated in 2006 and began business in 2007. Future Bazaar has its office and customer care (24 X 7) at Mumbai. <http://www.futurebazaar.com/>[6]

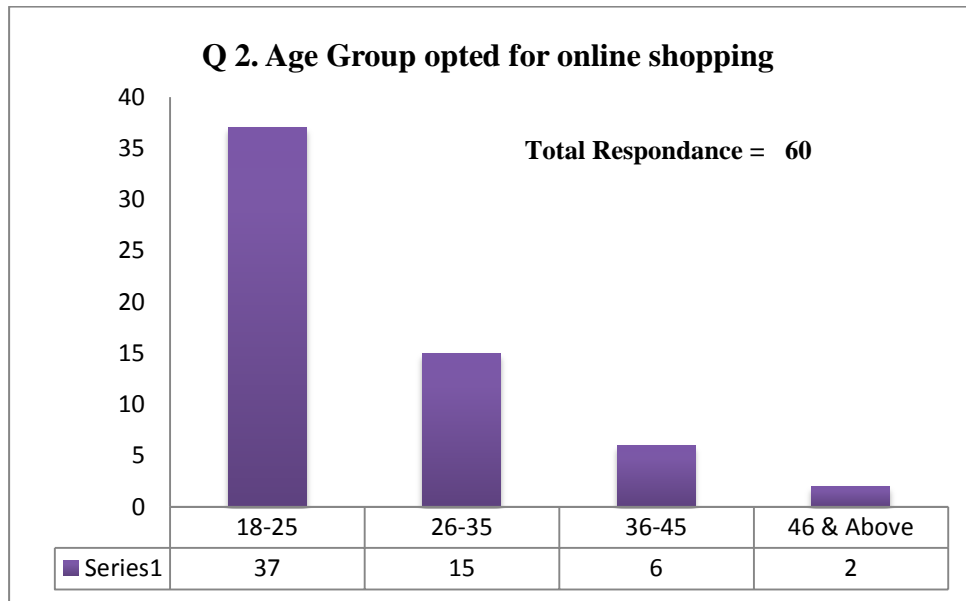
Indiatimes

Indiatimes shopping has the widest range of consumer electronic items at lowest prices. The portal is supported by the Times of India group and offers support mostly in the north western part of India. <http://www.shopping.indiatimes.com/> [7]

Rediff

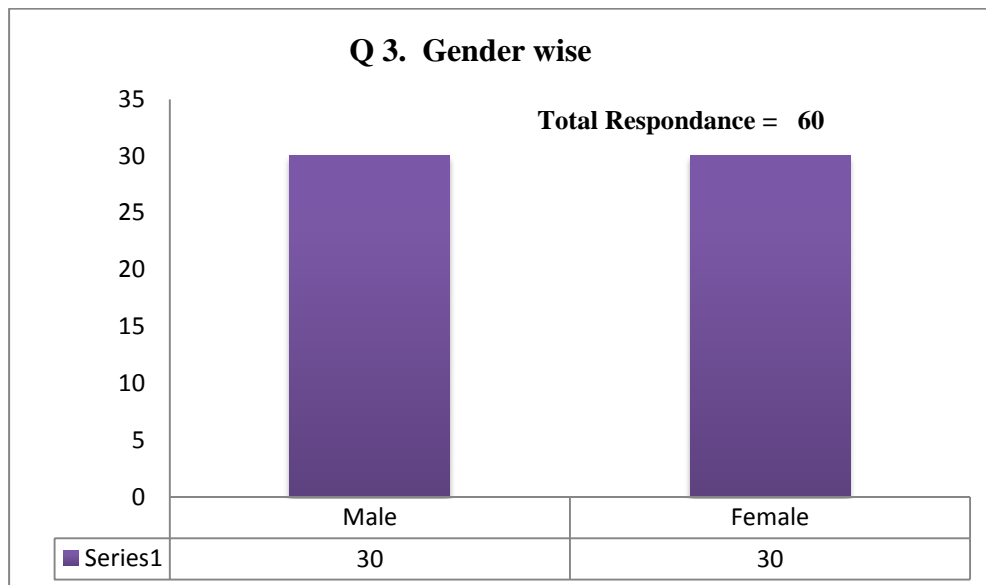
Rediff shopping is the online shopping division of India's leading news and entertainment portal Rediff

IV. ANALYSIS & INTERPRETATION OF DATA



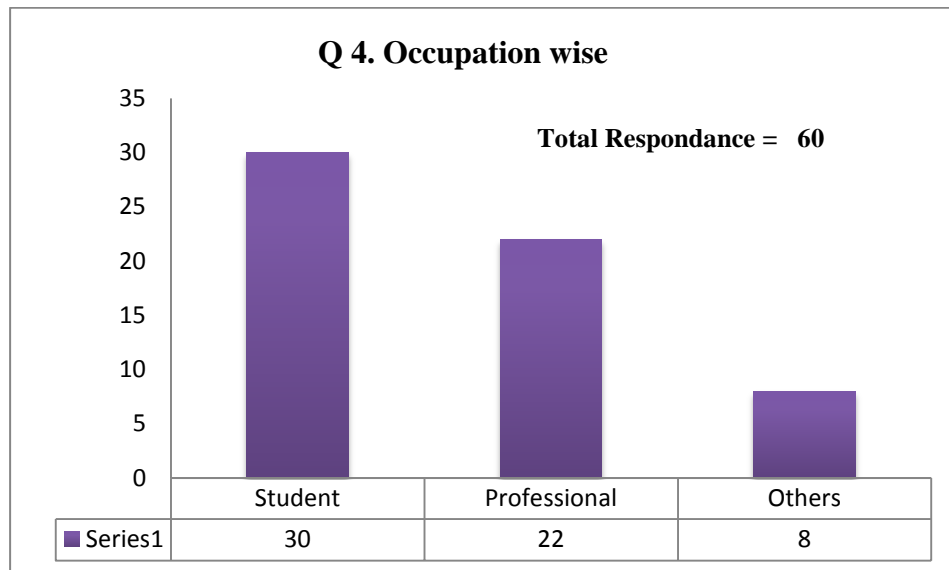
➤ **Analysis:**
 The above graphs show that 37 respondents are from 18-25 age group, 15 respondents are from 26-35 age group, 6 respondents are from 36-45 age group and 2 respondents are from 46 & above Age group.

➤ **Interpretation:**
 This analysis shows that most of the consumers are from younger age group accessing on online marketing.



➤ **Analysis:**
 The above graphs show that 30 respondents are from Male and 30 respondents are from female.

➤ **Interpretation:**
 This analysis shows that there is no gender differences both are equally opted for on line shopping.

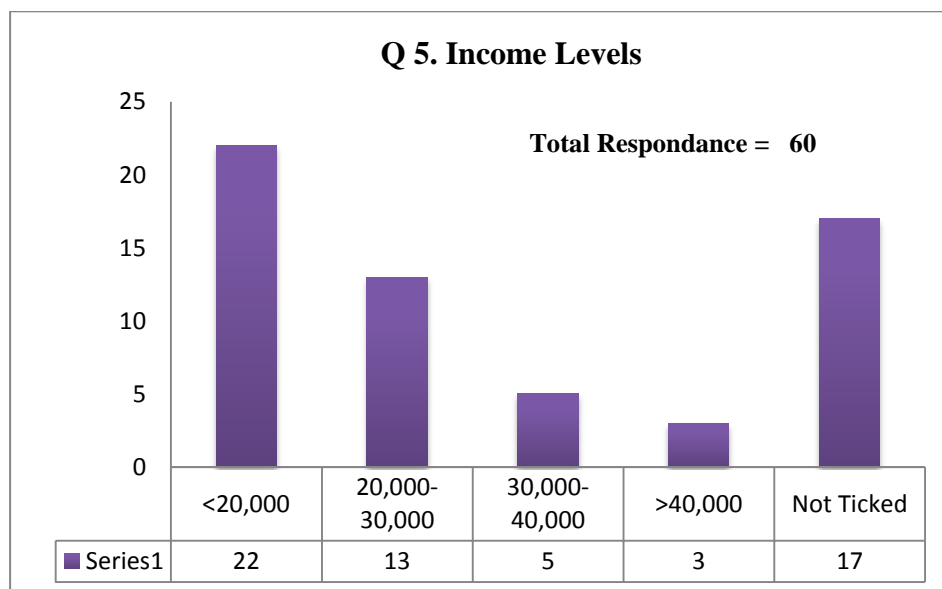


➤ **Analysis:**

The above graphs show that 30 respondents are from Student, 22 respondents are from professional and 8 are from others.

➤ **Interpretation:**

This analysis shows that majority is from student and secondly from professionals and least is others.

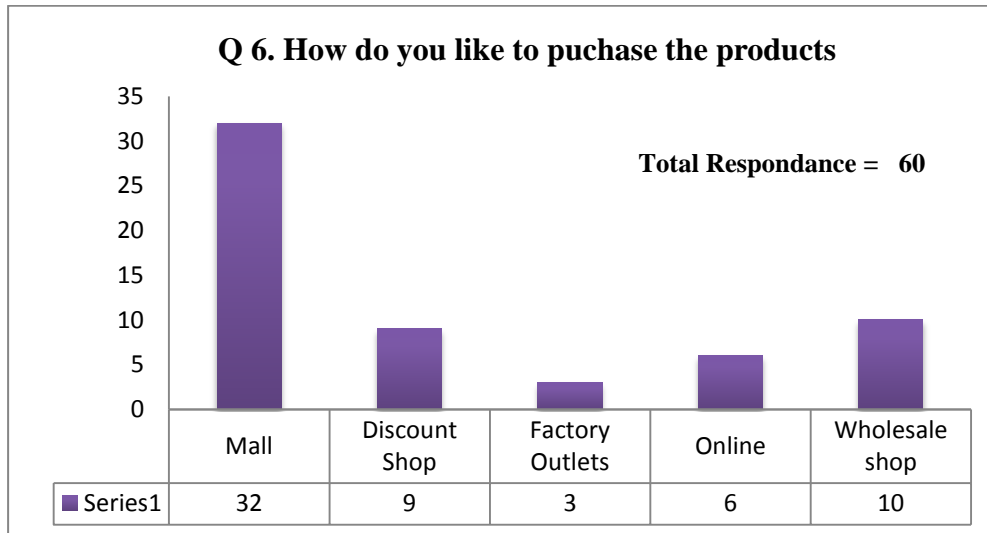


➤ **Analysis:**

The above graphs show that 22 respondents are <20,000, 13 respondents are from 20,000 – 30,000, 5 respondents are from 30,000 – 40,000, 3 respondents are from >40,000 and 17 respondents are not ticked any of these.

➤ **Interpretation:**

This analysis shows that majority of consumer are from <20,000 are usually goes from online marketing or shopping.

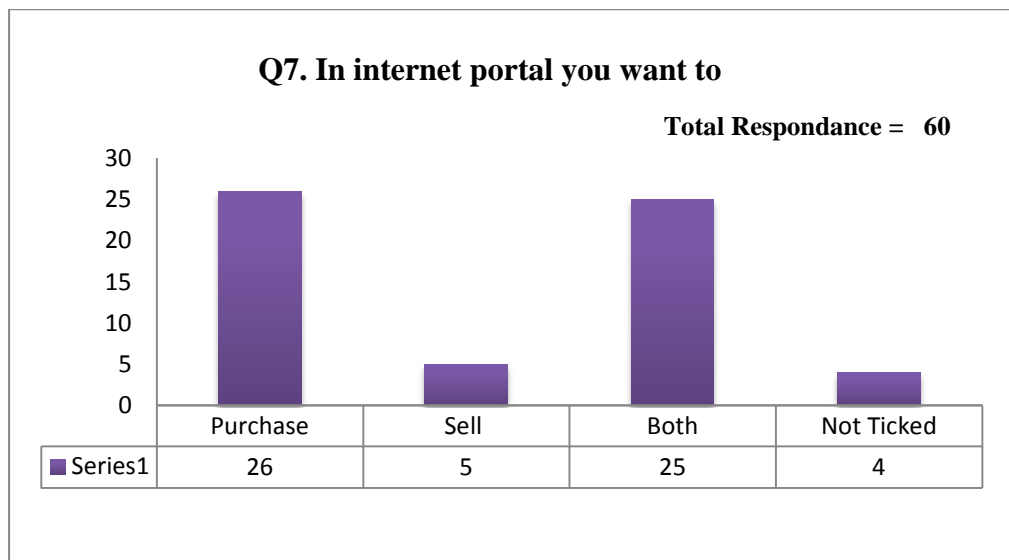


➤ **Analysis:**

The above graphs show that 32 respondents are opted for Mall, 09 respondents are opted for Discount shop, 03 respondents are opted for Factory outlets, 06 respondents are opted for online and rest 10 respondents are opted for wholesale shop.

➤ **Interpretation:**

This analysis shows that consumer purchase more often in malls than online shopping.



➤ **Analysis:**

The above graphs show that 26 respondents are like purchase in online shopping, 5 respondents are like to sell their products and 25 respondents are applied for both and rest 4 respondents are not ticked any of these

➤ **Interpretation:**

This analysis shows that consumer purchase pattern in internet portal is more towards purchasing goods and services rather than selling.

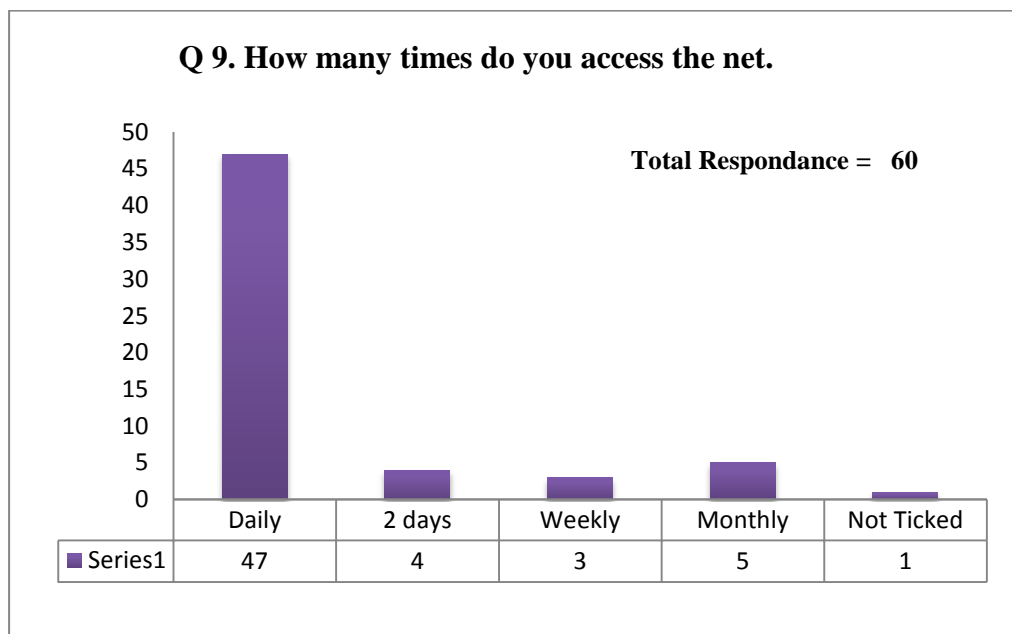


➤ **Analysis:**

The above graphs show that 32 respondents are opted for yes and 27 respondents are opted for no and rest 1 respondents does not ticked any one of these.

➤ **Interpretation:**

This analysis shows that most of the consumer is satisfied with trying online shopping.

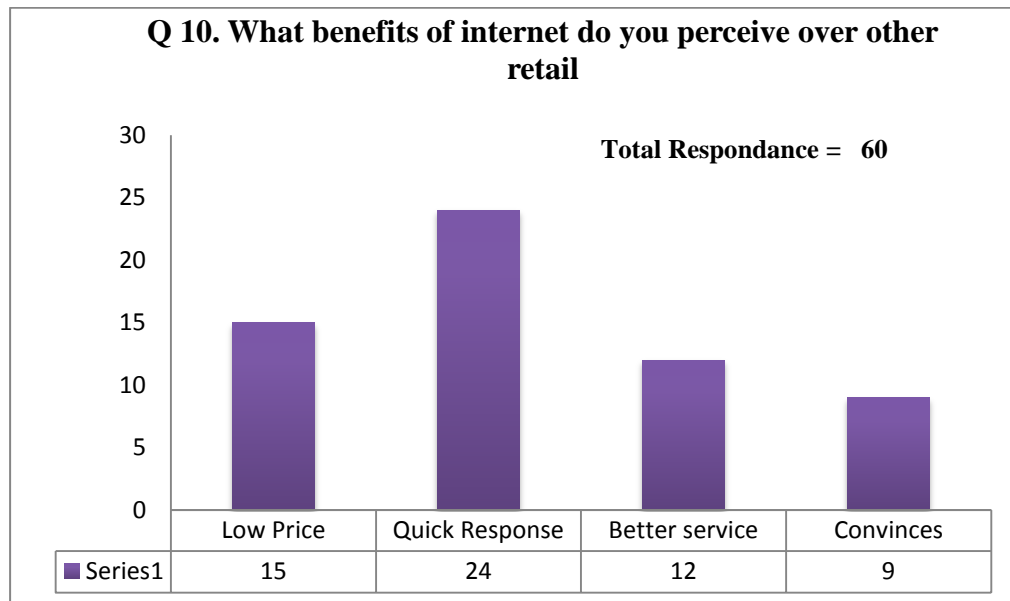


➤ **Analysis:**

The above graphs show that 47 respondents are accessing daily, 4 respondents are accessing 2 days, 3 respondents are accessing weekly and 5 respondents are accessing monthly.

➤ **Interpretation:**

This analysis shows that consumer habitually access the internet daily.



➤ **Analysis:**

The above graphs show that 15 respondents says low price, 24 respondents says quick respondents, 12 respondents says better service and remaining 9 respondents says convinces.

➤ **Interpretation:**

The consumer found time saving and quick response which influence the perception while shopping online.

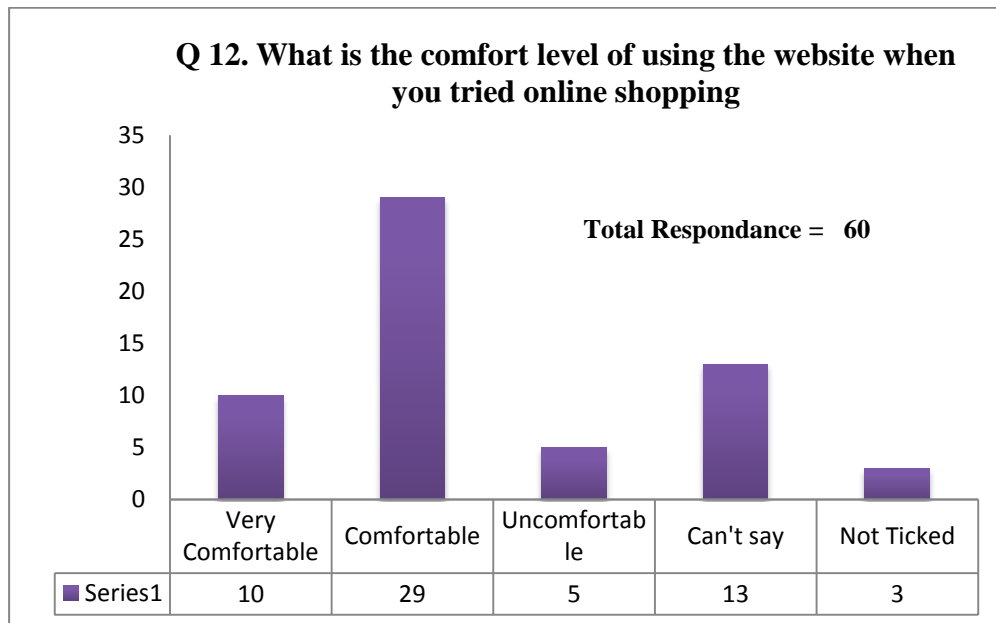


➤ **Analysis:**

The above graphs show that 11 respondents ticked for very good, 20 respondents ticked for good, 15 respondents ticked for average, 4 respondents ticked from poor and rest 10 respondents not ticked any one these items.

➤ **Interpretation:**

The majority consumers say that product deliverables of the online shopping website are good and remaining consumers says that average.

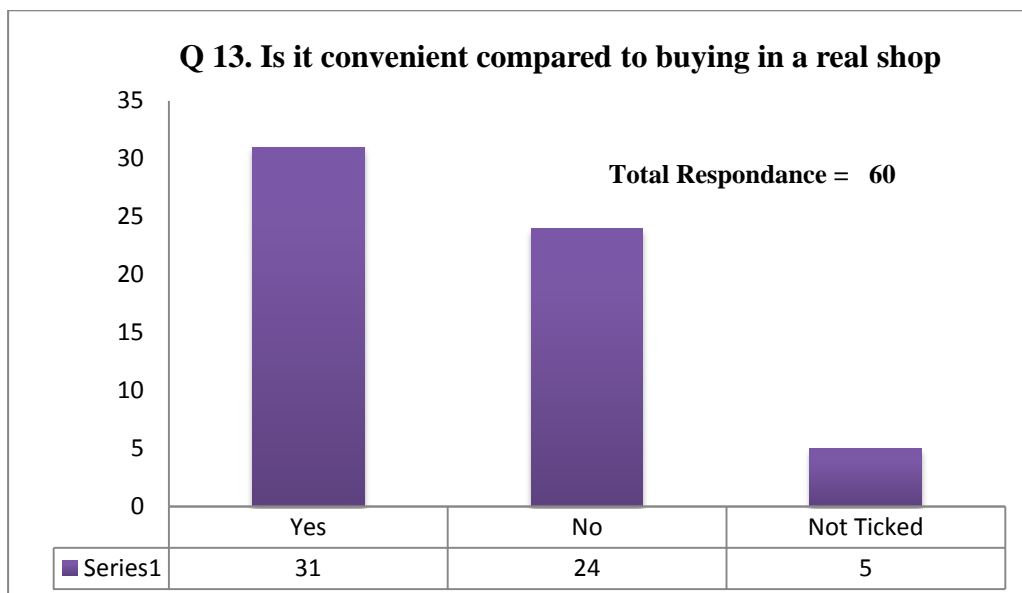


➤ **Analysis:**

The above graphs show that 10 respondents are very comfortable, 29 respondents are comfortable, 5 respondents are uncomfortable, 13 respondents are can't say and rest 3 respondents does not ticked any one of these.

➤ **Interpretation:**

In comfort level of using the website many of them are comfortable when their tried online shopping.

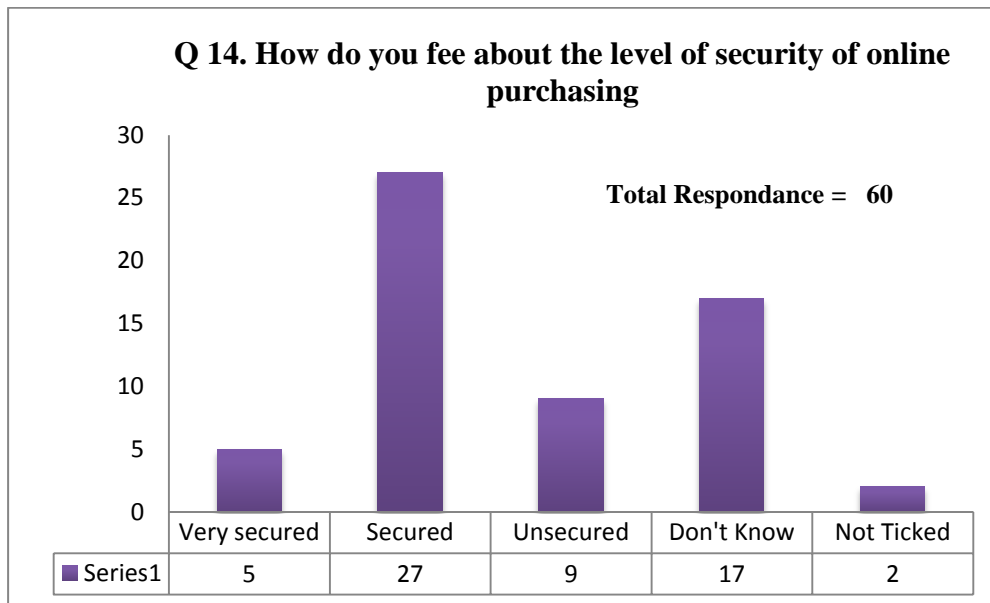


➤ **Analysis:**

The above graphs show that 31 respondents are very convenient to buying in online and 24 respondents are does like to buying in online.

➤ **Interpretation:**

In this analysis says that many of them are opted for yes for online shopping and also it is very convenient to buying in online shopping rather than real shop.

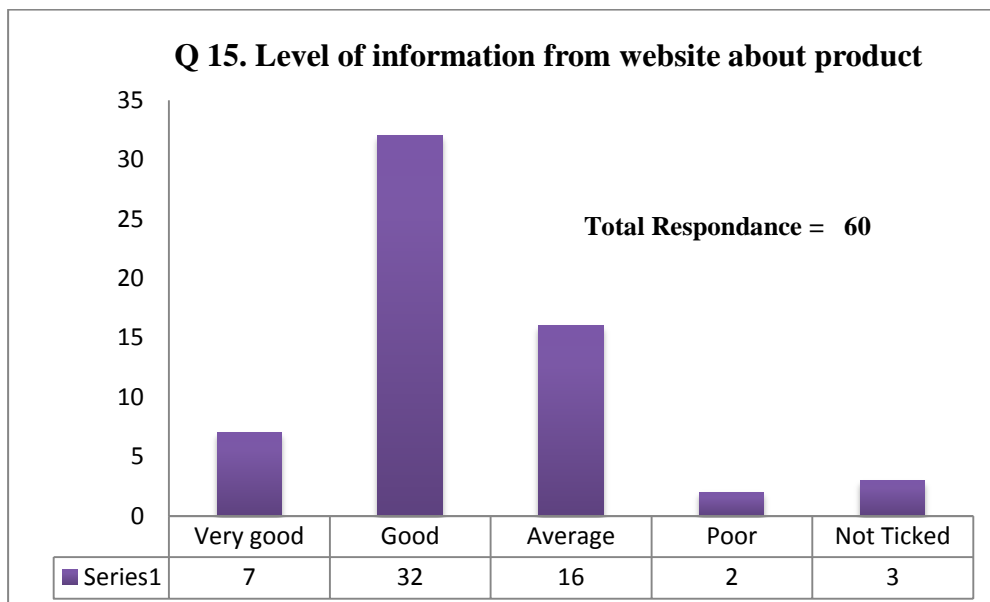


➤ **Analysis:**

The above graphs show that 5 respondents are very secured in security level, 27 respondents says secured, 9 respondents says unsecured, 17 respondents says don't know and rest 2 respondents do not ticked any of these.

➤ **Interpretation:**

In this analysis many of consumer says that there are secured in security level while their access online shopping.

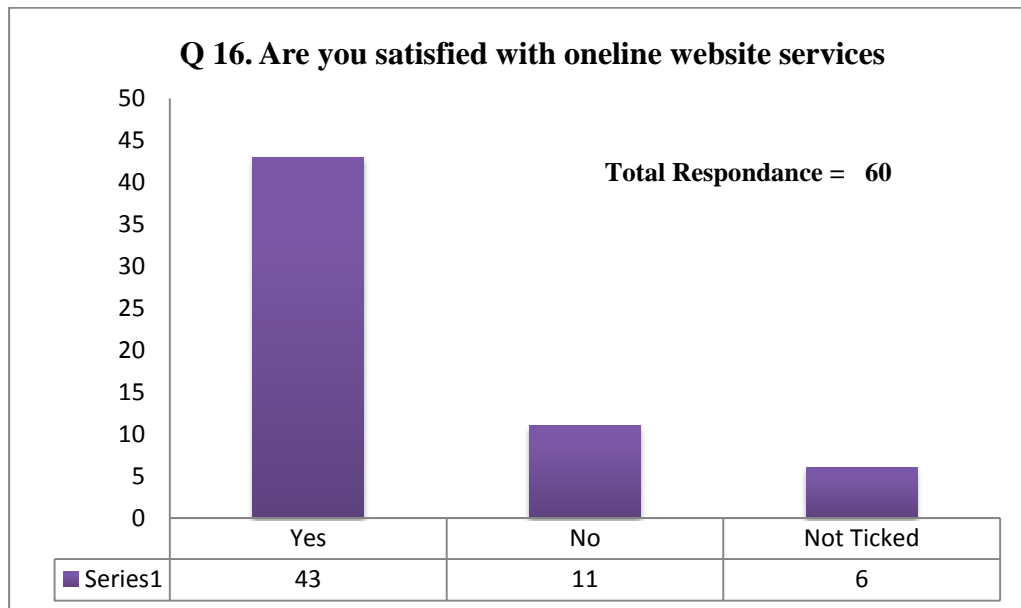


➤ **Analysis:**

The above graphs show that 7 respondents says that very good in information level, 32 respondents says good, 16 respondents says it is average, 2 respondents says poor and rest 3 respondents does not tick any of these item.

➤ **Interpretation:**

Majority consumer says that level of information from website about product is good.



➤ **Analysis:**

The above graphs show that 43 respondents says yes and 11 respondents say no and 6 respondent does not ticked any of these item.

➤ **Interpretation:**

This analysis shows that majority of the consumers are satisfied with online website services.

V. SUMMARY OF FINDINGS AND CONCLUSION

FINDINGS

1. Most of them are younger generation using online shopping
2. Usually consumer purchase more often in malls than online shopping because of age factor.
3. Consumer purchase pattern in internet portal is more towards purchasing
4. Accessing towards internet is increasing know a days
5. Time Saving and Quick Response by using the online shopping.
6. In comfort level of using the website many of them are comfortable when their tried online shopping.
7. Majority of Customers says it more convenient rather than buying in shop.
8. Security level is also very confidential
9. Availability of information about product in website is good.
10. Majority of the consumers are satisfied with online website services.

VI. CONCLUSION

India is 3rd largest in using the internet. In online marketing it helps the consumer to save the time and get the information easily by browsing the internet in any corner of world. In online shopping there is no need to go to shop and spend the time the products are display in net the consumer can choose or select any product of his own. Payment mode also easy to made. Anyone can go to online shopping by using the internet connection.

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- [17] <http://googlescholar.com>
- [18] www.e-consultacy.com

QUESTIONNAIRE ONLINE MARKETING

I Ranjini.M.L, I, am conducting a survey on online Marketing. Kindly fill the questionnaire. Information will be kept confidential.

Q1. Name : _____

Q2. Age : a. 18 – 25 b. 26- 35
c.36 – 45 d. 46 & above

Q3. Gender : a. Male b. Female

Q4. Occupation : a. Student b. Professional
c. Others

- Q5. Income Level : a. < 20,000 b. 20,000 – 30,000
c. 30,000-40,000 d. > 40,000

Q6. How do you like to purchase the products.

- a. Malls b. Wholesale shop c. Factory Outlets
d. Online e. Discount Shop

Q7. In internet portal you want to

- a. Purchase b. Sell c. Both

Q8. Have you ever tried on line shopping

- a. Yes b. No.

If yes which Website : _____

Q9. How many times do you access the net.

- a. Daily b. 2 days
c. Weekly d. Monthly

Q10. What benefits of internet do you perceive over other retail

- a. Low Price b. Quick Response
c. Better service d. Convinces

Q11. How is the product deliverables of the online shopping website

- a. Very good b. Good
c. Average d. Poor

Q12. What is the comfort level of using the website when you tried online shopping

- a. Very comfortable b. Comfortable
c. Un comfortable d. Can't say

Q13. Is it convenient compared to buying in a real shop

- a. Yes b. No

If no why _____

Q14. How do you feel about the level of security of online purchasing?

a. Very secured b. Secured

c. Unsecured d. Don't Know

Q15. Level of information from website about product

a. Very good b. Good

c. Average d. Poor

Q16. Are you satisfied with online website services

a. Yes b. No

If no why _____