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CONSUMER BEHAVIOUR TOWARDS E-MARKETING

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INTRODUCTION

The Internet has changed the market in many ways. It has made the process of an organisation easier to connect with its consumers. The Internet has enabled customers to contact companies, learn more about their products, and even purchase without leaving their homes. The existence of the Internet has developed new markets for both manufacturers and supplier. The Internet has allowed manufacturers to sell their products directly to consumers without the involvement of service providers. Earlier manufacturers could sell their products to the consumers as there was more involvement from the suppliers. The current generation is dependent on technology for everything. The use of Internet has become a daily component of life, people are dependent on the Internet for almost everything. The Internet has introduced people to new marketing platforms like WhatsApp, Facebook, Instagram, Amazon, Flipkart, etc.

The behaviour of consumers to purchase products or services through online modes has made the lives of almost everyone very easy. Selling products, goods, or services online is known as electronic commerce commonly known as e-commerce. The Internet has introduced digital marketing, a method which the world was ignorant of. Electronic Marketing, also known as E-Marketing, is known by various names like Internet, Digital, or Online Marketing. E-marketing is the practice of advertising a good or service online. E-marketing involves marketing via wireless media and e-mail.¹

¹ Kumar, N.N. & Francis, D. & Ambily, A.s. Consumer behaviour towards E-marketing. Journal of Advanced Research in Dynamical and Control Systems. 9, 11-18 (2017).

Today's generation favours E-Marketing over Traditional Marketing due to its flexibility. People can shop anywhere, anytime, and anything. Shopping through online modes is more accessible for those who are busy in their lifestyles as they can shop anything they want that too from any place. One more aspect which makes E-Marketing more apt is that people can shop for anyone, and their physical presence is also not crucial as they can easily share the product and the reviews of the other person. However, some factors make people think twice about shopping from online modes, and the most common one is the quality of the product as everybody wants the best quality for the price paid by them.

Thus, the internet has helped people discover new ways of doing things by replacing the complicated methods. This paper aims to show the perspective of people towards E-Marketing.

NEED FOR THE STUDY

The sudden growth in the field of shopping has made us eager to know what the motivation of consumers behind online shopping is. Since online shopping has become a common way to shop, it's critical to comprehend how consumers interact with E-Marketing. Determining, interpreting, and analysing the factors that encourage consumers to shop online is essential.² This research paper assess how consumers are attracted to shop online and the reasons behind it. This paper tells us what are the sources by which the consumers know about e-marketing and what is the main reason behind their purchases. This paper also tells us what improvements should be made in e-marketing to make it more user friendly in order to promote more consumer awareness and acceptance.

SCOPE AND LIMITATIONS OF THE STUDY

The availability of internet and its easy usage has led to better understanding of the consumer and their decision-making power.³ The study focuses on how e-marketing influences consumer

² Jayendra Sinha and Jiyeon Kim, Factors affecting Indian consumers' online buying behaviour, Vol.8 Innovative Marketing, Issue (2) (2012).

³ Patricia M. Shields and Nandini Rangrajan, A Playbook for Research Methods: Integrating Conceptual Frameworks and Project Management, ISBN: 10 New Forums Press, USA: 1-58107-247- 3 (2013).

purchasing behaviour favourably and aids consumers in making decisions. The study helps a business or organisation figure out how to better e-marketing for promoting and advertising their goods or services worldwide. Due to the geographical area and sample size used, the data may not be able to be extended to the entire world.

OBJECTIVES OF THE STUDY

The objective of the study is to discover the problems that the people face when they shop online. To recognise the sensibility of e-marketing among the people. The study also tells how e-marketing can be improved for better consumer satisfaction. It also tells us about the impact of e-marketing on the consumer purchase decision. It also tells us what is most used source of consumers by which they get to know about e-marketing.⁴ This research paper aims to tell us why people choose e-marketing over traditional marketing and all other related questions. The most important question that this research paper answers is what problems the consumers face while using e-marketing.

RESEARCH METHODOLOGY

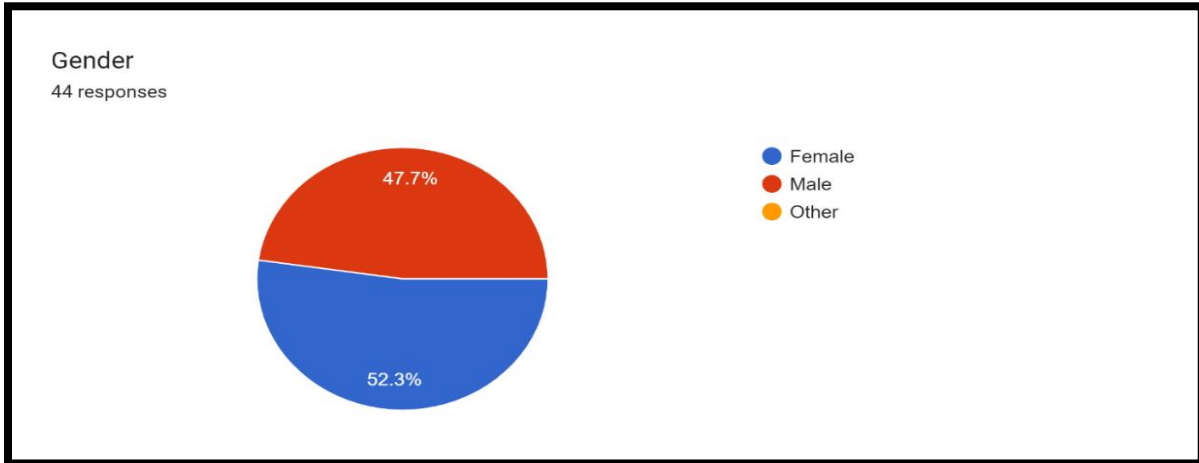
A research study on the effect of e-marketing on customer purchases was done in areas of Pune, Hyderabad, Kolkata and other cities. It is a descriptive study. Descriptive research is defined as a study that accurately describes the traits of a specific person, consumer, circumstance, or group. It describes consumer opinions and actions regarding e-marketing. This research paper examines the effects of e-marketing on consumer behaviour and purchasing decisions.

A sample study of about 45-50 people were done in order to know about the behaviour of consumers towards e-marketing. The sample was selected from students, retired people, housewife, service people, etc. The study was strata based, that is, the consumers were divided according to their gender, age group and profession. The research paper is primarily based on

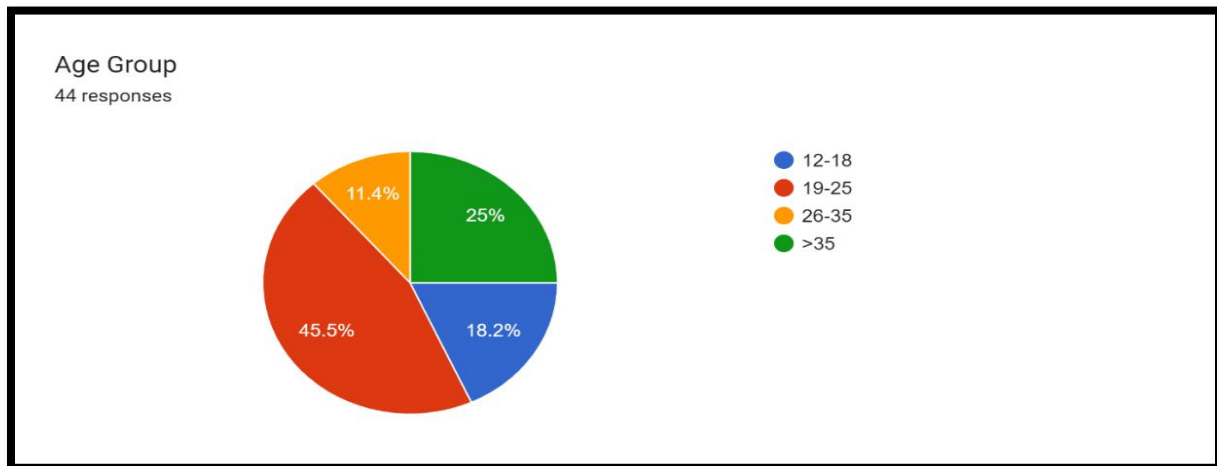
⁴ Kumar, M. Consumer Behaviour and Satisfaction in E-Commerce: A Comparative Study Based on Online Shopping of Some Electronic Gadgets. International Journal of Research in Commerce & Management Vol. 7 No. 07 (July) ISSN 0976-2183 (2016).

primary and secondary data. Connecting with customers by getting a structured questionnaire filled was the main source of the secondary data.

ANALYSIS & FINDINGS



Graph 1



Graph2

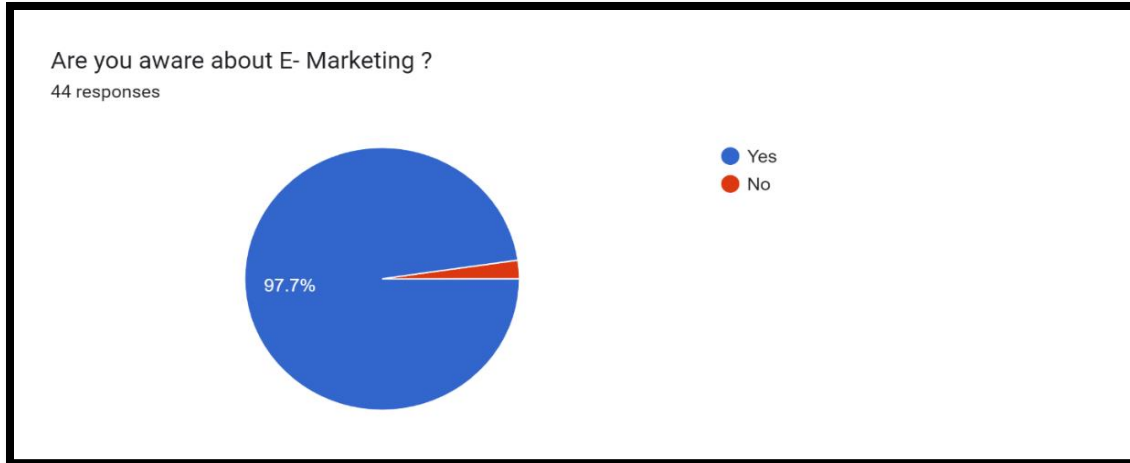


Graph 3

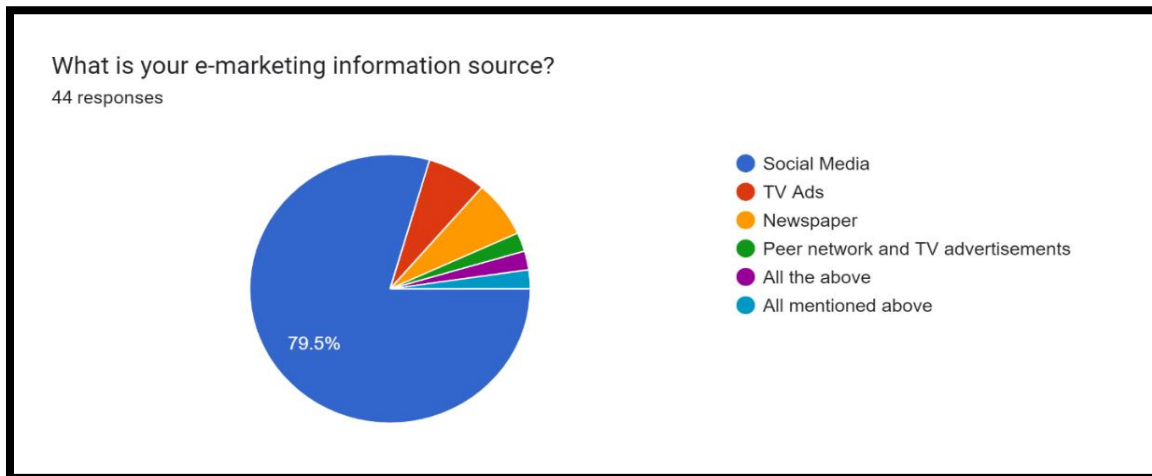
From the above graph (Graph 1) it is clear that around 52 percent are female respondents and 48 are male respondents. Therefore, it can be said that females are more found of online shopping and are more aware about e-marketing than males.

From Graph 2, it can be said that the young adults are more aware about e-marketing than the rest of the age groups. As it can be clearly seen that around 46 percent of the people belongs to the age group of 19-25, the young adults, while the early middle-aged people. The people above 35, are around 25 percent who are also aware about e-marketing. Then the teenagers in the age group of 12-18 are around 18 percent. The age group, 26 to 35, is around 11 percent which shows that they are the people who are not that much aware about e-marketing.

Graph 3 shows that the students are most aware about e-marketing as they form around 59 percent of the total strength. Then the people who are in service which forms around 27 percent of the total strength are aware about e-marketing. Then there are housewives and people in business which are around 7 percent each of the total strength who are least aware about e-marketing.



Graph 4

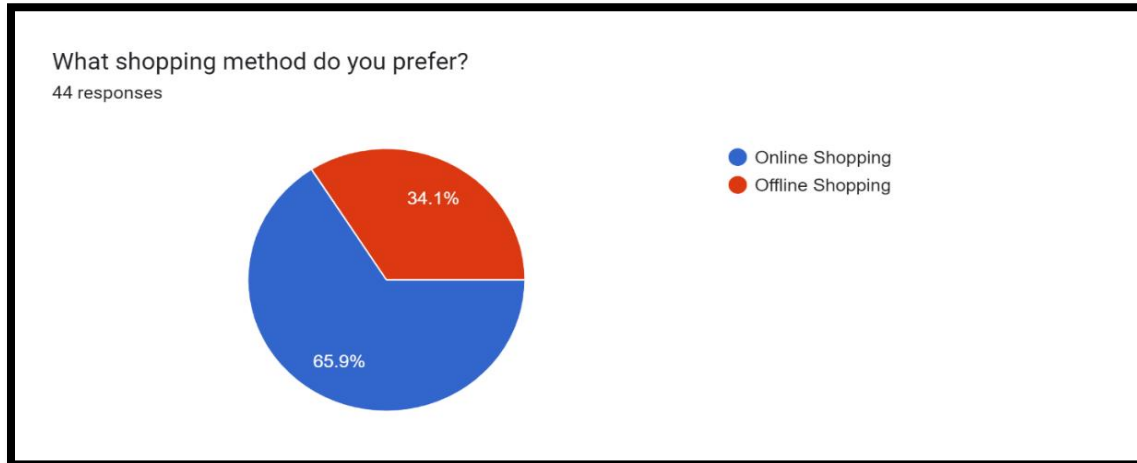


Graph 5

It can be seen from Graph 4 that around 98 percent people are aware about e-marketing and very less people are unaware about e-marketing.

There are various sources for e-marketing. Some of them are social media, newspaper, TV ads, influencers, peer networks and many other sources. From Graph 5, we can clearly see that most the people are aware about e-marketing through social media while around 7 percent each of the people know about e-marketing through newspaper and TV ads. Some of the people are aware

about e-marketing through peer network. Some people know about e-marketing through all the sources mentioned as above.



Graph 6

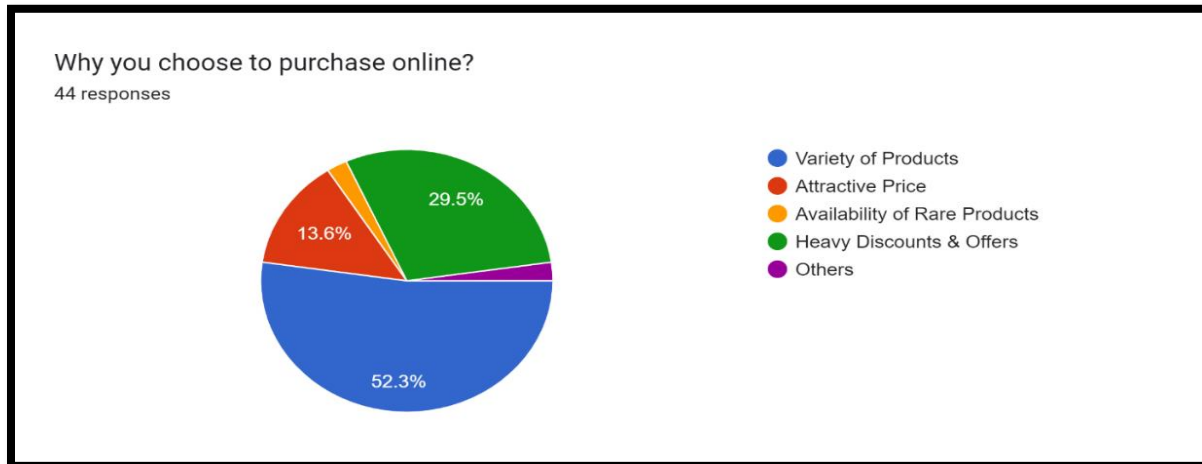


Graph 7

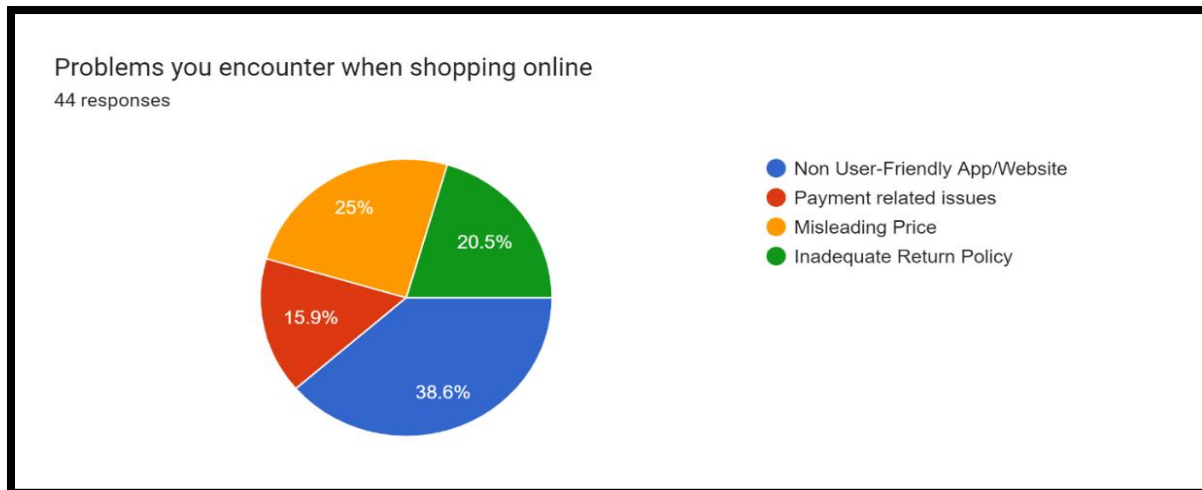
As we can see from Graph 6 that around 66 percent of the people prefer to shop online while around 34 percent people still prefer to shop online.

Seeing Graph 7, around 34 percent people shop clothes and footwears online, about 14 percent people buy electronics online. Round about 9 percent buy grocery online. Around 9 percent of the

people buy other products, which can include gift items, body products, stuff toys, and many other things, from e-platforms. Around 4 percent people buy stationery and jewellery online.



Graph 8



Graph 9

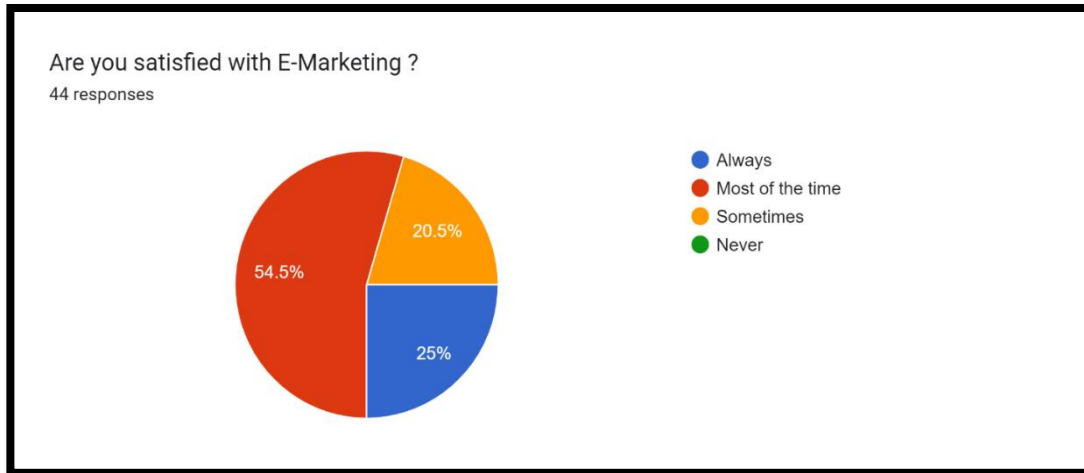
One of the most common questions is why people choose to shop online, what drives them to purchase online. The answer for this can be viewed from Graph 8. The most important reason for

which people shop online as there is a lot of variety of products available online. The second reason for which people shop online is because of heavy discounts and offers. Around 52 percent people shop online as lot of variety of products are available online, approximately 30 percent people purchase from online platforms due availability of high range of discounts and offers. Round about 14 percent people shop through e-marketing sources because of attractive prices. A A smaller number of people purchase rare products which they cannot easily find in the offline markets through online platforms.⁵

What problems do people face through e-marketing is the reason almost every brand and company want to know. These problems can be solved by taking periodic feedback from the customers by the companies to overcome these problems and help the customers get satisfaction.

From Graph 9, we can analyse that around 39 percent people find the apps or websites nonuser friendly. A user-friendly website or app makes it easy for the consumers to get a detailed information of the product they are willing to purchase. If the website is user friendly, it will help the consumers to spend more time on the website which will automatically end up in more purchase. Approximately, 25 percent have faced the problem of misleading prices. The representations about the product must be absolute, clear and accurate. They should not be unambiguous. Misleading prices is the most common problem faced by people when purchasing online. Around 21 percent of the people face the issue of poor return. Return policy is the most common thing a consumer checks before purchasing a product. Therefore, return policies should be clearly stated during the process of purchase. The other common problem which people face is payment related issue. According to graph 9, 16 percent people face this issue. Some websites do not accept online payments which is a drawback. A website should include all the payment options. If these problems are given a thought, e-marketing can be improved.

⁵ Marzieh, Z. & Paim, L. B. H. Perceived risk of security and privacy in online shopping: A study of Malaysia context. *Life Science Journal*, 9, 983–987 (2012).



Graph 10

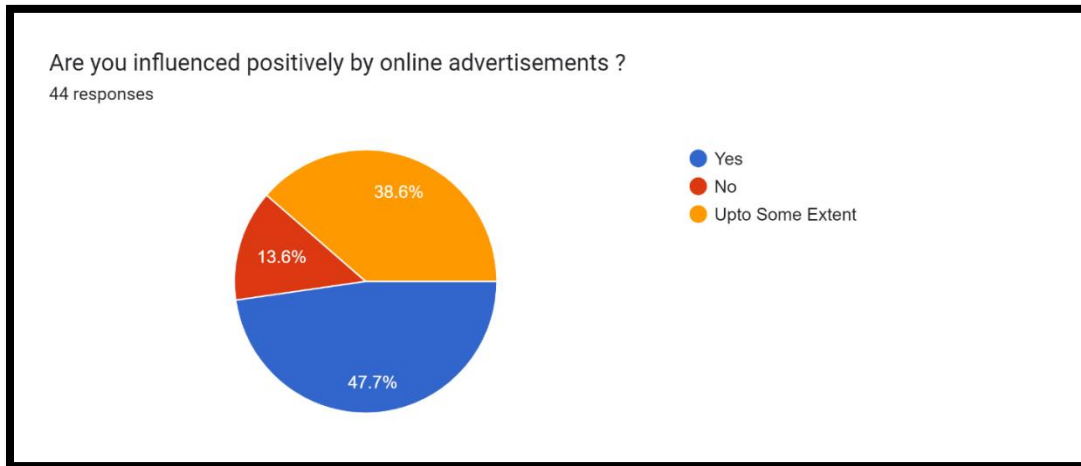


Graph 11



Graph 12

Consumer satisfaction is very important for e-marketing to be successful. Customers who are satisfied with a brand are more inclined to share it with others they know or post about it on social networking sites. Additionally, happy customers are less likely to change to a competing brand. From Graph 10, we can see that around 55 percent of the people are most of the time satisfied with what they purchase. Around 25 percent people are always satisfied with online purchases. Approximately 20 percent of the total strength is sometime satisfied with their purchase. It is good that almost everyone is ready to purchase again online, as seen in Graph 11. Around 64 percent people are satisfied with online shopping and 36 percent are satisfied up to some extent (as can be seen in Graph 12). Customer satisfaction is essential because it shows whether your target audience likes the products a company is selling.



Graph 13



Graph 14

Online advertisements play an important role in the sale of a product. The advertisements can both negatively and positively affect the life of a consumer. For an e-marketing to be successful, online advertising is essential. Finding the correct audience becomes easier with online advertising. It targets those who have a greater likelihood of liking what the company is selling. According to recent studies, the influence of advertising on customers has led to incremental changes in their purchasing habits and a reconsideration of the things they purchase. According to Graph 13, it can be concluded that around 48 percent people are positively influenced by online advertising while 39 percent are influenced positively up to some extent. The study shows that round about 14 percent people is not influenced positively by online advertising.

E-marketing in general is cost-efficient and can target a large number of audiences as compared to traditional marketing as traditional marketing target only some proportion of people. The main distinction between traditional marketing and e-marketing is the mode of communication to their respective audiences.⁶ Mostly traditional marketing uses newspaper, magazines as their main mode of communication while e-marketing uses various social media platforms like Instagram, WhatsApp, Facebook, Snapchat, YouTube and many other social media platforms. According to

⁶ P. Ankita and K. Naveen, "Review of digital marketing with latest tools and its effect on business models," International Journal for Research in Applied Science and Engineering Technology, vol. 8, no. 5, May., pp. 2321-9653, 2020. [Online Serial]. Available: <https://www.ijraset.com/files/serve.php?FID=29098>.

Graph 14, 52 percent people find e-marketing effective over traditional marketing up to some extent while 46 percent people find e-marketing effective over traditional marketing.

CONCLUSION & SUGGESTIONS

The results of the study make it evident that problems with product quality, delivery delays, and other factors are what prevents most consumers from shopping online. The majority of those who responded said they use online resources more for information than for purchasing.

Some of the suggestions that I got through the survey are: -

1. By making the websites more user friendly and increasing the quality of products.
2. To improve e-marketing, focus on personalisation, optimisation, automation, mobile optimisation, content marketing, and data analytics. By implementing these strategies and continuously refining your approach, you can drive better results for your business.
3. By providing tested apps, respect privacy policies of users by not too much of barging with notifications and calls, come up with some creative ways to provide informative ads with minimal notifications and respecting user privacy.
4. The website design and programming can be made more effective.
5. By showing the real product in the display image and improving the quality of the product and exciting offers to attract the customers.
6. It can be improved by observing quality control of products. It is also important to verify the prices of products before uploading them on the websites.
7. By improving the return & exchange policy.
8. By providing good quality products.