CONSUMER BEHAVIOUR TOWARDS ONLINE MARKETING

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*Abstract:*This study focuses on understanding the consumer behaviour towards online marketing considering a particular geographical area i.e. Pune. A successful e - marketer needs only very little work to retain their existing customers compared to acquiring the new customers. If a company understands the different traits of the consumer behaviour and how to nurture them, then they have already had a blueprint for success. This research found that there are various dominant factors which influence consumer perceptions towards online marketing, they are perceived usefulness factor, information, ease of use, perceived enjoyment and security/privacy. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological.

Keywords – Consumer behavior, influencing factors, online marketing.

I. INTRODUCTION

Marketing is the process of planning and executing the conception pricing, promotion and distribution of ideas, goods and services to create exchanges that satisfy individual and organizational objectives.

Marketing is important to understand the basics of market so that they will understand the logic behind companies and consumers. Even when people share their shopping experiences, they indirectly market the product or services. For the most part, marketing deals with customers, which are important element in the system, the customers decide what they want or need. Through online marketing companies aim to attract new customers by promising superior value and maintain current ones and further develop one's clientele by delivering customer's satisfaction.

The study focuses on the consumer behavior towards online marketing. At any given time there are millions of people online and each of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the Internet, a company that is interested in selling products from its web site will constantly has to search for an edge in the fierce competition. Since there is a huge potential consumer, it is of the out most importance to be able to understand what the consumer wants and needs.

Definition of Marketing:
Philip Kotler defines marketing as ―Marketing is about Satisfying needs and wants through an exchange process‖.
The Chartered Institute of Marketing defines marketing as ―the management process responsible for identifying, anticipating and satisfying customer requirements profitably.

Internet marketing, or online marketing, refers to advertising and marketing efforts that use the Web and email to drive direct sales via electronic commerce, in addition to sales leads from websites or emails. Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates many-to-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011). Internet is used as a communication channel as a part of direct marketing. It has had a large impact on marketing

since it was invented and realized to be an effective marketing tool. It has helped the companies to be able to target their potential customers more personally and knowing more about them has helped in knowing how to approach different customers to get to their needs. Nowadays the concept of internet marketing has extended and opened more opportunities to companies in their marketing. The basics of marketing mix are still applicable and internet offers new opportunities to adapt them.

Objectives of the study:
- To study the relationship between consumer attitude and online marketing.
- To identify the various factors those are involved in influencing consumers behaviour towards online marketing.

Scope of the study:
- To determine which factor influences the consumer to go for online shopping.
- To find out which feature of the websites attracts the user to purchase the product from online shopping website.
- To find out whether online marketing is beneficial for the consumer.
- To analyze which factors influence the user to buy online.

II. RESEARCH LIMITATIONS/IMPLICATIONS

- The study focuses only on consumer behaviour towards online marketing, geographical area confined to Pune city only.
- The information collected from the respondents may not be able to generalize due to the small sample size.
- The study largely is based on the perception of the respondents.
- The data was collected through structured questionnaire and analyzed based on the information given by the respondents.

III. RESEARCH METHODOLOGY

Both Primary data and Secondary data are used in this research study

Research Instrument:
The structure build questionnaire is used as the research instrument for the study.
- Liker 5point scale (very satisfied, satisfied, neutral, dissatisfied and very dissatisfied)

Convenience sampling method:
- The researcher used convenience sampling method for data collection. The samples were collected among various areas in and around Pune.
- Statistical tool used for data analysis: Percentage Analysis

Percentage method:

Table showing the respondents on respondents on the basis of gender.

Gender	Frequency	Percent
Female	84	56
Male	66	44
Total	150	100

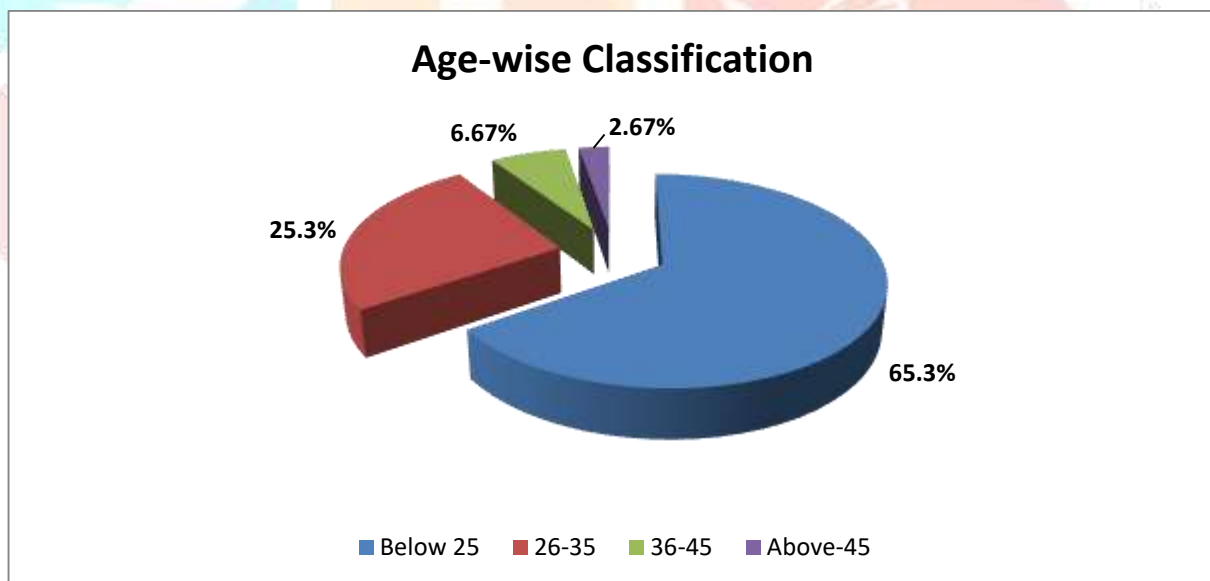**CHART: Showing respondents on the basis of gender**
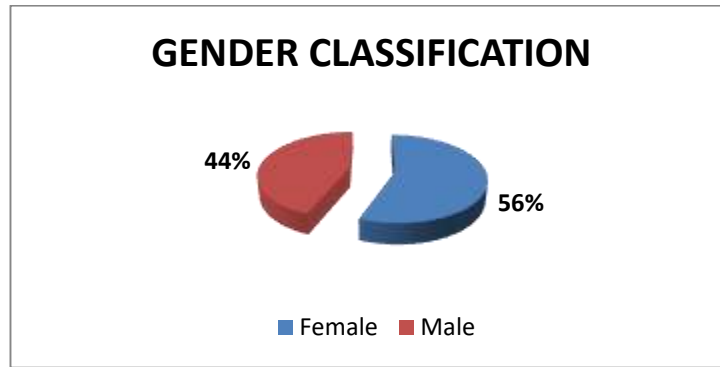
The above pie chart shows that the female respondents are more 56% while comparing to the male respondents 44%.

Table showing the respondents on respondents on the basis of age:

| Age	Frequency	Percent
Below 25	98	65.3
26-35	38	25.3
36-45	10	6.67
Above-45	4	2.67
Total	**150**	**100**

CHART: showing respondents on the basis of age

The above pie chart shows that the 65.3% of respondents are age below 25yrs, 25.3% of respondents are from 26-35 yrs, and 6.67% of the respondents are from 36-45 yrs and 2.67% of the respondents from above 45yrs.

Table showing the respondents on the basis of Educational Qualification:

Educational Qualification	Frequency	Percent
Elementary level	15	10
Degree level	35	23.3
Professional	79	52.7
Others	21	14
Total	150	100

CHART: showing respondents on the basis of Educational Level:
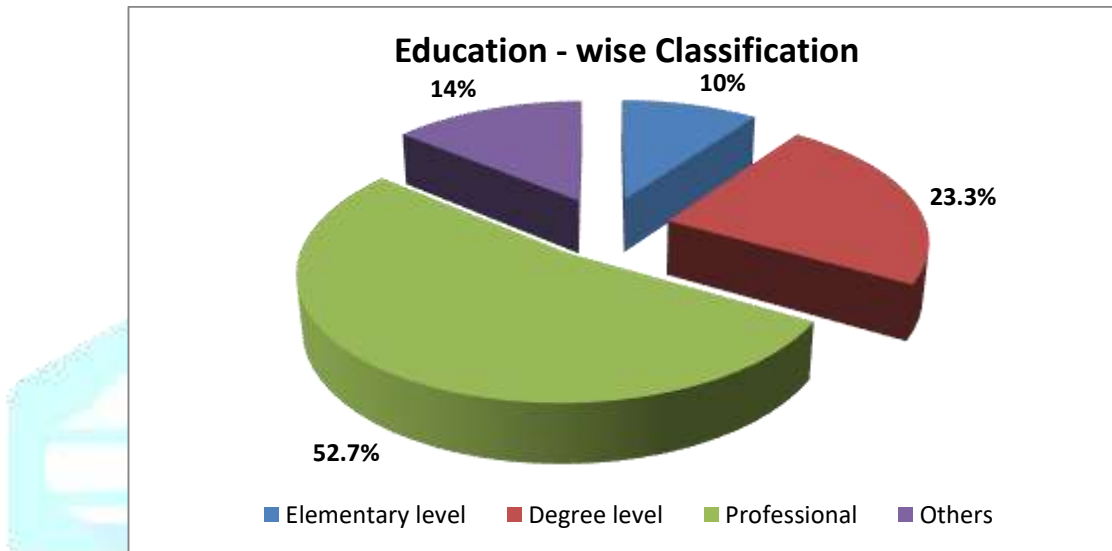
The maximum numbers of respondents were professional which were 52.7% of total sample, this was followed by degree level by 23.3%, others by 14% and elementary level 10%are using online shopping.

Table showing the respondents on the basis of Prefer to Purchase:

Prefer to Purchase	Frequency	Percent
BRAND	39	26
PRICE	45	30
QUALITY	51	34
DESIGN	10	6.7
SERVICE	5	3.3
Total	150	100

Chart showing the respondents on the basis of Prefer to Purchase:

CHART SHOWING RESPONDENTS ON THE BASIS OF PREFER TO PURCHASE

BRAND 26% · PRICE 30% · QUALITY 34% · DESIGN 6.7% · SERVICE 3.3%
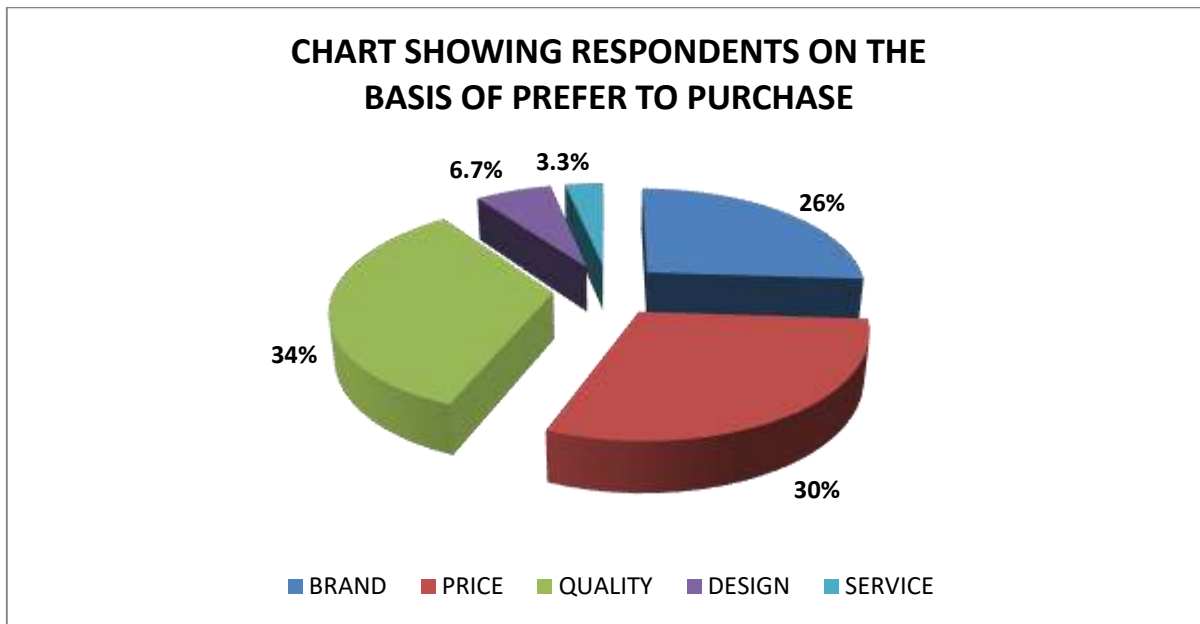
Table showing the respondents on the basis of shop online:

SHOP ONLINE		Frequency	Percent
Very Often		44	29.4
Often		52	34.7
Sometimes		40	26.7
Rarely		10	6.6
Never		4	2.6
Total		150	100

Chart showing the respondents on the basis of shop online:

CHART SHOWING RESPONDENTS ON THE BASIS OF SHOP ONLINE

Very Often 29.4% · Often 35% · Sometimes 26.7% · Rarely 6.6% · Never 2.6%
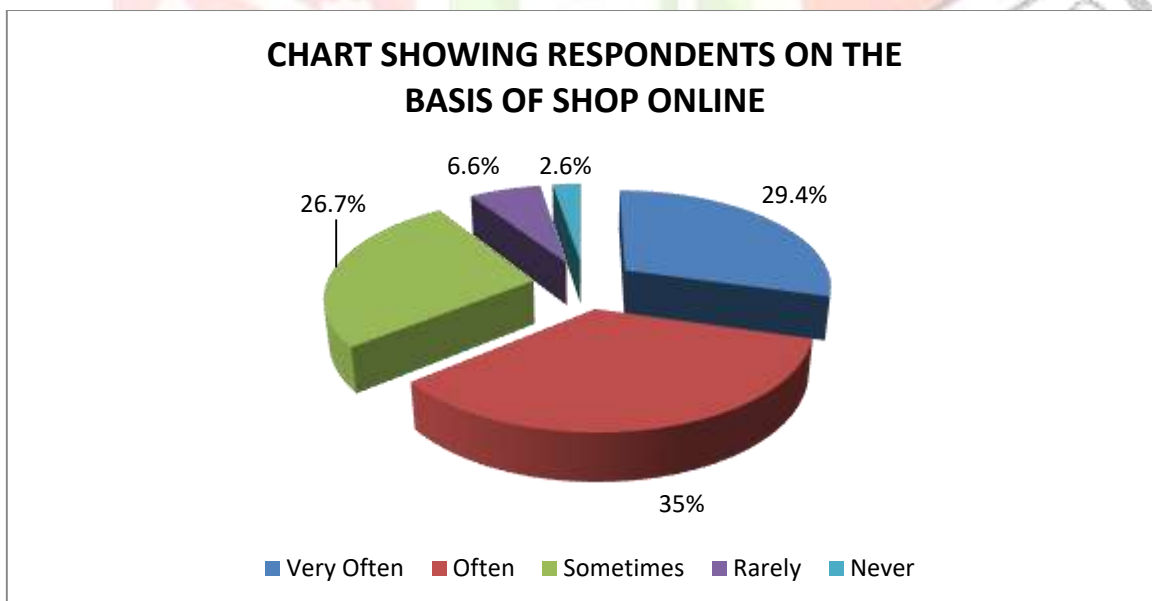
People shop online often were 35%, very often with 29.4%, sometimes with 26.7%, rarely were 6.6% and never were 2.6% using online shopping for the purchasing.

IV. FINDINGS

- The Majority (56%) of the respondents are female.
- The Majority (65.3%) of respondents are belongs to the age group below 25yrs.
- The Majority (52.7%) of total respondent's educational qualification are from Professional.

V. CONCLUSION

The online shopping is becoming more popular day by day with the increase in the usage of internet. Understanding customer's needs and desires for online buying, the marketing has become challenging task for marketers. Specially understanding the consumer's attitudes towards online marketing, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive advantage over the others.

Thus, this study has focused mainly on these research questions:

1) The consumer behaviour towards online marketing on the basis of demography.
2) The factors that influence consumers to shop online and to see what factors are most attractive for online shoppers.

We foresee that our findings will give a clear and wide picture to online marketers and will help them to understand the specific factors that influence consumers to shop online, so they can build up their strategies to cater the need of online shoppers.

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