



A Study on Effectiveness of Online Marketing From Meera Industry

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Abstract

The purpose of the paper is to study on effectiveness of online marketing Meera Industry. 50 samples were taken from overseas. Both primary and secondary data were used in research. One sample t-test, frequency analysis response were used as data analysis statistical tools. People are satisfied with effectiveness of online marketing. The findings may be used by marketers to design marketing strategy for Meera Industry.

Keywords:

Effectiveness of online marketing, textile machinery

Introduction

Effectiveness of online marketing

Online advertising is also called online marketing or Internet advertising or web advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers. Consumers view online advertising as an unwanted distraction with few benefits and have increasingly turned to ad blocking for a variety of reasons. When software is used to do the purchasing, it is known as programmatic advertising. It is important to determine the interaction of the consumer with the marketing mix to understand the consumer buying behavior towards online shopping.

Literature Review

- Dr. Mohan Kumar TP, studied factors influencing towards online marketing. The main objectives are, to explore the consumer behavior towards online marketing. The main objectives are, to explore the consumer behavior towards online marketing is study has used descriptive statistics has been used for the data analysis for the better clarity in the result. The study highlights that convenience, accessibility, scope, attraction, reliability, experience and clarity are the most important factors considered by the online shopper.
- Hatem El-Gohary, studied E-Marketing had utilized a combination of both qualitative and quantitative approaches. the size of the database, its level of comprehensive and its collections of reviewed

management journal. His Main objectives are to provide an archive of past research points related to studies of E-Marketing.

- Mr. Pratiksinh Vaghela studied was descriptive research design was used to measure the involvement level. He used the structured questionnaire method for analysis. His objectives of this study are to know customer perception towards online shopping. To discriminate analysis of perception on gender basis. To identify customer online shopping behavior.
- RIYA KHATRI his studied was on increased availability of Internet is influencing the growth of Internet users around the world. The popularity of e-marketing has been increased tremendously in last 15 years. His mains objectives of study is To study awareness of e-marketing among the people in Jaipur city. To study the acceptance of e-marketing among consumers. To study the impact of e-marketing on purchase decision of consumers
- Dr. Sanjay Hooda& Mr. Sandeep Aggarwal studied stated that increase in internet across the world as tool of communication network worldwide. Questions were prepared using Nominal scale & Ordinal scales as attributes studied were non parametric. His main objectives of this study are to study the acceptance of e-marketing among consumers. To study the impact of e-marketing on purchase decision of consumers .

Research Objective:

- To know marketing strategy of the company.
- To understand the importance of online marketing at Meera Industries LTD.

Research Methodology

A descriptive research design has been used for this research. Both primary and secondary have been used for the research. Data has been collected through survey technique with structured questionnaire. Sample size for the data collecton is 50. Non – probability convenience sampling is used research is used for method

Data Analysis

9.1.Test method for instruction web

H0- respondent agree that the instruction display in the web are very clear

H1 -respondent doesnt agree that the instruction display in the web very clear

	Test Value = 2					
	T	Df	Sig. (2- tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
instruction web	-1.819	49	.075	-.280	-.59	.03

9.2.T-Test for required information

H0=respondent agree that the site enables the visitors to acquire the required information

H1=respondent does not agree that the site enables the visitors to acquire the required information

One-Sample Test						
	Test Value = 2					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	Df			Lower	Upper
required information	-2.585	49	.013	-.360	-.64	-.08

9.3.T-test for max information

H0=respondent agree that the web site has related links so that the customer is able to get maximum information.

H1= respondent do not agree that the web site has related links so that the customer is able to get maximum information.

One-Sample Test						
	Test Value = 2					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	Df			Lower	Upper
maximum information	-1.098	49	.278	-.120	-.34	.10

9.4.T-test for max information

H0=respondent agree that the Navigation is easy.

H1=respondent does not agree that Navigation is easy.

One-Sample Test						
	Test Value = 2					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	Df			Lower	Upper
navigationeasy	.697	49	.489	.100	-.19	.39

9.5.T-test for product selection

H₀=respondent agree that the Product selection is easy/ enjoyable.

H₁=respondent does not agree that Product selection is easy/ enjoyable.

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
product selection	50	1.98	.915	.129

9.6.T-test for producer

H₀=respondent agree that the Ordering procedure is simple.

H₁=respondent do not agree that the Ordering procedure is simple.

One-Sample Test						
Test Value = 2						
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	Df			Lower	Upper
producer	-.683	49	.498	-.100	-.39	.19

9.7.T-test for payment process

H₀= the respondent agree that thePayment process is simple to follow

H₁=the respondent do not agree that thePayment process is simple to follow

One-Sample Test						
Test Value = 2						
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	df			Lower	Upper
payment process	.622	49	.537	.060	-.13	.25

9.8.T-test for watch

H0-respondent agree that the website is interesting to watch

H1-the respondent does not agree that the website is interesting to watch

One-Sample Test						
	Test Value = 2					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	t	df			Lower	Upper
watch	1.976	49	.054	.300	.00	.61

9.9.T-test for image of product

H0-respondent the agree that the site uses multimedia and colour Graphics and shows colourful electronic images of products

H1-respondent do not agree that the site uses multimedia and colour Graphics and shows colourful electronic images of products

One-Sample Test						
	Test Value = 2					
			Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
	T	Df			Lower	Upper
image of product	1.707	49	.094	.340	-.06	.74

Results and discussions

- From the above tables it is found that the p value is .075 which is greater than significant level 0.05,thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the instruction display in the web are very clear
- From the above tables it is found that the p value is .013 which is lesser than significant level 0.05,thus it can be said that the null hypothesis is rejected. Thus it can be said that the not respondent agree that the site enables the visitors to acquire the required information

- From the above tables it is found that the p value is .278 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the web site has related links so that the customer is able to get maximum information
- From the above tables it is found that the p value is .489 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that Navigation is easy.
- From the above tables it is found that the p value is 1.98 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the Product selection is easy/ enjoyable.
- From the above tables it is found that the p value is .498 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that Ordering procedure is simple.
- From the above tables it is found that the p value is .537 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the Payment process is simple to follow.
- From the above tables it is found that the p value is .054 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the website is interesting to watch.
- From the above tables it is found that the p value is .094 which is greater than significant level 0.05, thus it can be said that the null hypothesis is accepted. Thus it can be said that the respondent agree that the site uses multimedia and colour.

Conclulsion

Marketing strategy of the company is to satisfy the customers' needs and wants. So, with help of questioner method to know how many customers are satisfy or how many customer can dissatisfy with Meera Industries product. Online marketing is also effective to customers. Because 65% customers are buy product through web site of Meera industries LTD. SO online marketing is important for Meera industries.

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