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## A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS ONLINE MARKETING

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### ABSTRACT:

*This research is conducted to know the how the consumers choose the product in the online marketing services and this also showed the various tools that influence the consumer's to choose the product in the online marketing sites. There are various online marketing tools that attracts the consumers such as Word of Mouth, Advertising etc. Not all the consumers had the same preference but majority of the consumers choose online marketing as useful one. Our results showed that the residents of Tamil Nadu who are active on internet prefer online marketing to fulfil their day-to-day life's requirements. This also showed that the consumers prefer prints and commercials to choose their brands in online marketing and the consumers spend more time in viewing the products before buying it through online marketing. The major tool that makes the consumers to buy the product through online is the Advertising and majority of the consumers are satisfied with the online marketing services. Advertising through various networks plays a major role in the effectiveness of the online marketing services.*

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**KEYWORDS:** Online marketing, Consumer behaviour, Advertising, Traditional marketing

**INTRODUCTION**

In this modern era, traditional marketing is fading away and the online marketing emerges as a potential one to both consumers and business. This online marketing has spread on many different branches like social media, blogs and chat forums. The consumers found the online marketing as useful and efficient tool that saves time, where they have various range of products, discounts. At the same time the business could easily increase their sales through online marketing services. The buying behaviour of the customers depends on various factors such as features, quality and time, accessibility. Online marketing can influence the consumer's buying behaviour and alter their choices. It is the purpose of this research to study the consumer's buying behaviour towards online marketing which was influenced by various tools and techniques.

Online marketing makes the consumers to choose among various alternatives. The advertisements must be well organized that plays a vital role in attracting the consumers and make them buy the product. Online marketing helps the consumers to decide in the pre-purchase stage and also make in solving difficulties in the post-purchase stage, where the consumers may have a concern to change or return the product. Mainly the consumers use certain factors to filter their buying behaviours that are Security, Privacy and Trustworthiness.

**REVIEW OF LITERATURE**

1. The study done to examine the importance of trust from the transaction perspective in e-commerce. The factors that contributes for trust includes, easy access to description of products and services, ease of placing orders, order confirmation, order tracking and delivery services. (Srinivasan S., 2004)
2. The study done to examine the shift of people from tradition to online marketing. The results showed that attitude plays a vital role in the online purchase intention of the consumers. (Kim J. & et al, 2005)

3. Online shopping and online decision making phenomena are governed by number of consumer acceptance and behavioural aspects and they are also grounded in various theory aspects of consumer decision making. They are certain factors that influence what we buy, when we buy and why we buy in online such as socio-cultural influences, psychological factors, marketing efforts, post decision behaviour and experience. (Kapoor, 2012)

4. The study results that now-a-days the new and latest type of retail shopping is online shopping. It has been all over the world including India and the knowledge of online shopping is now beginning to increase rapidly. Analysing the consumer's behaviour in online shopping is one of the important aspects of the e-commerce and marketing field. It is a complicated socio-economic phenomenon and involves various other factors so that there is only limited knowledge about consumer behaviour. (Chandra and Sinha, 2013)

5. Mostly the youngsters are attached to online marketing and hence the elder people don't use online shopping much compared to the younger ones. The study also highlights that the respondents between the ages of 20 to 25 are mostly poised to use online marketing. The study also points out that the youngsters buy book on online than any other items, because of the cheaper price than the market price with various discounts and offers. The study also reveals that the price of the product is a greater influencing factor on online purchase (Shanthi and Kannaiah, 2015)

6. Internet has given great potential for business by connecting them globally. Online Shopping is increasing among the youngsters, but still it has many barriers like trust issues and safety issues. Therefore the sellers have to make proper strategies to increase their trust among the consumers. (Mahalaxmi and Nagamanikandan, 2016)

## **RESEARCH METHODOLOGY**

### **OBJECTIVES OF STUDY**

1. To study the preferences of the consumers towards online marketing.
2. To study the satisfaction level of consumers towards online marketing

## **RESEARCH DESIGN**

The study relied on primary data. Data were collected purely in a random manner, with possible permission from the corresponding respondents through questionnaires.

## **TOOLS FOR ANALYSIS:**

Descriptive and analytical method has been used. The collected data was suitably classified and tabulated in the form of simple tables and the data was objectively analyzed and conclusions were drawn based on percentage analysis and chi square analysis.

## DATA ANALYSIS AND INTERPRETATION

### Simple Percentage Analysis

This analysis describes the classification of the respondents falling under each category.

#### Distribution showing Gender of the Respondent:

**Table no. 1**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	75	75.0	75.0	75.0
	Male	25	25.0	25.0	100.0
	Total	100	100.0	100.0	

Table 1 determines different gender participating in the survey. There were about 75% females and 25% were males.

#### Distribution showing age of the respondent:

**Table no. 2**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Between 18 to 25	82	82.0	82.0	82.0
	Between 25 to 35	14	14.0	14.0	96.0
	Between 35 to 50	4	4.0	4.0	100.0
	Total	100	100.0	100.0	

Table 2 shows three prominent age groups participating in the survey, 82% were at the age group of 18-25, 14% were at the age group of 25-35, 4% were at the age group of 35-50.

**Distribution showing about the way the respondents choose a particular brand in online marketing:**

**Table no.3**

<b>Choosing a particular brand in online marketing</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Market promotions online	14	14.0	14.0	14.0
	Recommendations or references from friends, family	77	77.0	77.0	91.0
	Television commercials	9	9.0	9.0	100.0
	Total	100	100.0	100.0	

Table 3 shows the ways that the respondents choose a particular brand in online marketing,14% choose a brand with the view of market promotions online,77% choose a brand by recommendations or references from friends and family,9% choose a brand with a view of television commercials.

**Distribution showing that the respondents choose a product by viewing it in only one medium or not:**

**Table no.4**

<b>Buying the product by viewing it in only one medium of online market</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	38	38.0	38.0	38.0
	No	42	42.0	42.0	80.0
	Yes	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Table 4 shows the buying habit of respondents by choosing the product in only one medium or various medium,42% of respondents disagree this,20% of respondents choose a product by viewing it in the only one medium,38% of respondents either they choose by viewing it only one medium or by viewing it in various medium.

**Distribution showing whether the respondents choose prints and commercials to choose the brands:**

**Table no.5**

<b>Preference of choosing prints and commercials to choose the brands</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	33	33.0	33.0	33.0
	No	24	24.0	24.0	57.0
	Yes	43	43.0	43.0	100.0
	Total	100	100.0	100.0	

Table 5 shows the preference of respondents about choosing prints and commercials to choose the brands. 43% choose prints and commercials to choose the brands,33% either choose prints and commercials or other ways,24% do not choose prints and commercials to choose the brands.

**Distribution showing the knowledge the respondents have about the use of internet:**

**Table no.6**

<b>Knowledge of respondents on the use of internet</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Knowledgeable	44	44.0	44.0	44.0
	Somewhat knowledgeable	32	32.0	32.0	76.0
	Very well knowledgeable	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Table 6 shows the knowledge of respondents on the use of the internet.44% have knowledge on the use of the internet,32% have somewhat knowledge on the use of the internet,24% have very well knowledge on the use of the internet.

**Distribution showing the frequency of respondents of being online:****Table no.7**

Frequency of being online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High	39	39.0	39.0	39.0
	Low	4	4.0	4.0	43.0
	Moderate	57	57.0	57.0	100.0
	Total	100	100.0	100.0	

Table 7 shows the frequency of respondents of being online.39% have high frequency of being online,4% have low frequency of being online,57% have moderate frequency of being online.

**Distribution showing the purpose of respondents being online:****Table no.8**

Purpose of being online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Media sharing sites(Photos, Videos, Music, Gaming)	19	19.0	19.0	19.0
	Shopping	10	10.0	10.0	29.0
	Social media networks	71	71.0	71.0	100.0
	Total	100	100.0	100.0	

Table 8 shows the purpose of respondents being online.19% was being online for the purpose of media sharing sites, 10% was being online for the purpose of shopping,71% was being online for the purpose of social media networks.

**Distribution showing the time the respondents spend in viewing the product before buying in online market:**

**Table no.9**

<b>Spending more time in viewing the product before buying in online market</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	19	19.0	19.0	19.0
	Sometimes	34	34.0	34.0	53.0
	Yes	47	47.0	47.0	100.0
	Total	100	100.0	100.0	

Table 9 shows that the respondents spend more time in viewing the product before buying the product in the online market.19% do not agree this, which means that they do not spend more time in viewing the product, 34% sometimes spend more time and sometimes don't, 47% agrees this which means that they spend more time in viewing the product before buying in online market.

**Distribution showing the frequency of using online marketing on average by respondents:**

**Table no.10**

<b>Frequency of using online marketing on average</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	As less as possible	53	53.0	53.0	53.0
	Once a month	37	37.0	37.0	90.0
	Once a week	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 10 shows the frequency of using online marketing on average.53% use online marketing as less as possible ,37% use online marketing once a month,10% use online marketing once a week.



**Distribution showing the time the respondents spend before purchasing the product in the online market:**

**Table no.11**

<b>I spent much time before purchasing a product in the online market</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	46	46.0	46.0	46.0
	Disagree	15	15.0	15.0	61.0
	No opinion	19	19.0	19.0	80.0
	Strongly agree	10	10.0	10.0	90.0
	Strongly disagree	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 11 shows the respondent's opinion on the statement : I spent much time before purchasing a product in the online market.46% agree this,15% disagree this,19% have no opinion on this,10% strongly agree this, 10% strongly disagree this statement.

**Distribution showing the time period that the respondents have been using online marketing services:**

**Table no.12**

<b>Time period of using online services</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 years	28	28.0	28.0	28.0
	3-4 years	44	44.0	44.0	72.0
	Less than a year	18	18.0	18.0	90.0
	More than 5 years	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 12 shows the time period that the respondents have been using online marketing services. 28% use online marketing services for the period of 1-2 years, 44% use the services for the period of 3-4 years,18% use the services for the period of less than a year,10% use the services for more than 5 years period.

**Distribution showing the number of members in the respondent's family use online marketing:****Table no.13**

<b>Number of members in the family use online marketing</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	5	5.0	5.0	5.0
	2-3 members	65	65.0	65.0	70.0
	3-4 members	5	5.0	5.0	75.0
	More than 5	5	5.0	5.0	80.0
	Only me	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Table 13 shows the number of members in the respondent's family use online marketing. In 5% of the respondent's family no one uses online marketing. In 65% of respondent's family 2-3 members uses online marketing. In 5% of families 3-4 members use online market. In 5% of families more than 5 members use online marketing. In 20% of families only one uses online marketing.

**Distribution showing the satisfaction of the respondent's with online marketing:****Table no.14**

<b>Satisfaction with online marketing</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Highly satisfied	10	10.0	10.0	10.0
	Less satisfied	9	9.0	9.0	19.0
	Not satisfied	5	5.0	5.0	24.0
	Satisfied	76	76.0	76.0	100.0
	Total	100	100.0	100.0	

Table 14 shows the satisfaction of the respondent's with online marketing. 10% are highly satisfied, 9% are less satisfied, 5% are not satisfied, 76% are satisfied with online marketing.

**Distribution showing the thing that attracts the respondent's to buy the products online:****Table no.15**

<b>Thing that attracts the respondent's to buy the product online</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Discounts	28	28.0	28.0	28.0
	Wide range of products	72	72.0	72.0	100.0
	Total	100	100.0	100.0	

Table 15 shows the thing that attracts the respondent's to buy the product online.28% choose discounts, 72% choose the thing as a wide range of products.

**Distribution showing the reasons why online marketing is better than the traditional marketing:****Table no.16**

<b>Reason to choose online marketing than traditional marketing</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Low cost	20	20.0	20.0	20.0
	Saves time	56	56.0	56.0	76.0
	Wide range of products	24	24.0	24.0	100.0
	Total	100	100.0	100.0	

Table 16 shows the reason to choose online marketing than traditional marketing.20% choose low cost as the reason,56% choose time as reason,24% choose a wide range of products as the reason to choose online marketing.

**Distribution showing the thoughts of the respondent's about the usage of online marketing:****Table no.17**

<b>Online marketing is the safest to use</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	62	62.0	62.0	62.0
	Disagree	33	33.0	33.0	95.0
	Strongly agree	5	5.0	5.0	100.0
	Total	100	100.0	100.0	

Table 17 shows the opinion of the respondent's about the statement: Online marketing is the safest to use.62% agree this opinion, 33% disagree this opinion,5% strongly agree this opinion.

**Distribution showing the problems that the respondent's have in online marketing:****Table no.18**

<b>Problems in online marketing</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chance of fraudulent activities	58	58.0	58.0	58.0
	More susceptible	9	9.0	9.0	67.0
	Privacy issues	33	33.0	33.0	100.0
	Total	100	100.0	100.0	

Table 18 shows the problems that the respondent's have in online marketing.58% choose that there are more chances of fraudulent activities,9% choose that there are more susceptible,33% choose that there are more privacy issues.

**Distribution showing which is better between online marketing and personal buying:****Table no.19**

<b>It is better to choose online marketing rather than buying in personal</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	56	56.0	56.0	56.0
	Yes	44	44.0	44.0	100.0
	Total	100	100.0	100.0	

Table 19 shows the opinion of the respondent's about choosing between online marketing and personal buying. 56% oppose this opinion which means that they prefer personal buying rather than online marketing and 44% choose online marketing rather than personal buying.

**Distribution showing the opinion of respondent's about the recommendation of online marketing to others:****Table no.20**

<b>Recommendation of online marketing to others</b>					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	34	34.0	34.0	34.0
	Yes	66	66.0	66.0	100.0
	Total	100	100.0	100.0	

Table 20 shows the recommendations of respondent's about online marketing to others. 34% have made an opinion that they will not recommend online marketing to others, 66% made an opinion that they will recommend online marketing to others.

**Distribution showing the best ways that make the respondent's to buy the product in the online marketing:**

**Table no.21**

Best ways that make the respondent's to buy the product online					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Advertising	38	38.0	38.0	38.0
	Direct marketing	20	20.0	20.0	58.0
	Personal selling	22	22.0	22.0	80.0
	Word of mouth communication	20	20.0	20.0	100.0
	Total	100	100.0	100.0	

Table 21 shows the ways that make the respondent's to buy the products online.38% choose advertising,20% choose direct marketing,22% choose Personal selling,20% choose word of mouth communication as the best ways that make the respondent's to buy the product online.

**Distribution showing opinions of the respondent's on the statement that the online marketing efforts of the company increase the sales of the company:**

**Table no.22**

Online marketing efforts of the company increases the sales of the company					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Agree	90	90.0	90.0	90.0
	Disagree	10	10.0	10.0	100.0
	Total	100	100.0	100.0	

Table 22 shows the opinion of the respondent's statement-online marketing efforts of the company increases the sales of the company.90% of the respondent's have agreed to this statement,10% of the respondent's have disagreed this statement.

### Chi square analysis

**Null hypothesis:** There is no significant relationship between age and level of awareness about online shopping.

**Null hypothesis:** There is no significant relationship between gender and selection of products.

**Null hypothesis:** There is no significant relationship between income and selection of products.

**Table no.23**

Variables	$\chi^2$ Value	Remarks
Age and level of awareness about online shopping.	.040	S
Gender and selection of products.	.327	S
Income and selection of products.	.295	S

\* Significant at 5% percent level

The table 23 shows that the calculated value of chi square is higher than the table value of chi square. So the null hypothesis is rejected in above 3 cases. Thus it shows there is significant relationship between age and level of awareness about online shopping, there is significant relationship between gender and selection of products, there is significant relationship between income and selection of products.

### CONCLUSION:

Electronic shopping or online shopping is becoming common in today's life. The study indicates that the majority of customer having experience of electronic shopping. Most of the customer finds that it's very flexible and it reduces time. Customer also says that all of them are satisfied with the small print of the merchandise available to them. Customers are satisfied with the choice to get through online shopping. The study also reveals that main reason for growing importance of online marketing is that the increasing literacy about internet among people. And it also shows that there's significant relationship between age and level of awareness about online shopping, there's significant relationship between gender and selection of products, there's significant relationship between income and selection of products.

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## RESEARCH QUESTIONNAIRE

1. Will you buy the product by viewing it in only one medium of market promotion?  
Yes  
No
  
2. How will you choose a particular brand?  
Recommendations from others like family, friends  
Television commercials  
Market promotions in online
  
3. Do you spend your time in viewing your required products before you buy in online markets?  
Yes  
Sometimes  
No
  
4. I spend much time before purchasing a product in online  
Strongly disagree  
Agree  
No opinion  
Disagree
  
5. What is your frequency of being online?  
High  
Moderate  
Low  
Very low  
Very high
  
6. What is your purpose to be in online?  
Online shopping  
Social networks  
Media sharing sites  
(Photos, videos, music, gaming)



7. online marketing efforts of the company increases the sales

Agree

Disagree

No opinion

8. Which attracts you to buy the products in the internet?

Discounts

Various products

Various modes of payment

Exchange policies

9. Do you prefer print ads and commercials to choose the brands?

Yes

No

10. Do you have knowledge about the use of internet?

Not knowledgeable

Knowledgeable

Somewhat knowledgeable

Very well knowledgeable

11. Why online marketing is benefit than traditional marketing?

Low cost

Saves time

Wide range of options

Ease way of shopping

12. Do you think online marketing is safest to use?

Strongly agree

Disagree

Agree

No opinion

13. What do you think the problems in online marketing?

Privacy issues

More susceptible

Scope of Fraudulent activities

14. Will you recommend to buy products online rather than buying in personal?

Yes

No

15. Which of the following you find as an effective means of buying the product

Advertising

Personal selling

Direct marketing

Word of mouth communication

16. How often do you use online marketing on average?

Once a week

Once a month

Less than once a month

As little as possible

17. How long have you been using online marketing services?

Less than a year

1-2 years

3-4 years

More than 5 years

18. Have you satisfied with the online marketing over traditional marketing?

Satisfied

Not satisfied

Highly satisfied

Less satisfied

19. How many members of your family use online marketing?(approximately)

Only me

2-3

More than 5

0

20. Do you recommend online marketing to your friends and family?

Yes

No