



# Impact of Online Marketing Practices on e-Business Models in India: Convenience as a Determinant

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## Abstract

Till today, Web portal Model is popular e- business model which is selling a wide range of products, with both depth and breadth of range. However, over recent years, consumers have become more discerning due to changing lifestyles, spending priorities and shopping patterns (Fisher, 1998). The focus of this research paper is to draw attention of marketers and shoppers towards the need to develop a hypothetical model named Global Super Store Model, is to change the consumer towards provision of providing a wide range of products with price comparison facility on a single portal along with a huge range of brand name suppliers. This research paper is also an attempt to find out the impact of online marketing practices on both existing Web Portal Model and our Global Super Store Model for convenience as a determinant.

**Keywords:** Convenience, Global super store, Online Shopping, Web portal model, Online marketing practices, India.

## Introduction

In this research paper we examined the existing e-business model (Web portal model) and understand how it works and also try to find creative ways to improve it thus maximizing its power and proposing a new **hypothetical model** named **Global Super Store**.

Till date, existing Web portal Model is selling a wide range of products, with both depth and breadth of range. However, over recent years, consumers have become more discerning due to changing lifestyles, spending priorities and shopping patterns (Fisher, 1998). The focus of Hypothetical Global Super Store Model is to change the consumer towards provision of providing a wide range of products on a single portal along with a huge range of brand name suppliers. It will also try to provide a 'total solution' to customers. The basic aim of Global Super Store Model is to simplify the shopping process for customers.

Every day, millions of people go online to do research about products and make purchases from thousands of different online merchants. The web allows us to do comparison and shop for the best deals and locate products that might otherwise be difficult to find. Existing Web portal Model is selling a wide range of products, with both depth and breadth of range.

## Hypothesis

**It is hypothesized that the impact of online marketing practices will be more on Global Super Store model in comparison to Web Portal Model.**

## Research Methodology

**Data collection:** The data was collected through self constructive questionnaire which was administered on the selected sample by e-mails, or by posting a link on website and social networks.

**Sample size:** An online survey was conducted from 400 Respondents for our research. Out of them, 200 were male and 200 were female. Out of this 376 were complete valid responses. The age group of respondents was 18 and above. The respondents included students, housewives, retired people, professionals including teachers, software engineers, chartered accountants etc.

## Tool / Technique used for Data analysis

A comparative analysis of the impact of various factors of online marketing on the determinants of Web Portal Model and Global Super Store Model was done.

ANNOVA test was applied to know the impact of the various factors of online marketing on Choice as a determinant of Web Portal Model and Global Super Store model.

Further, the impact of online marketing was subdivided into 9 factors that broadly characterize the online marketing practices, which, as per the questionnaire are as follows:

Factor 1: Trend of online advertising

Factor 2: Online targeted people

Factor 3 : Consumer buying behaviors

Factor 4 : The buying patterns of men and women

Factor 5 : Attitudes

Factor 6 : A prior experience

Factor 7 : Security

Factor 8 : Brand metrics

Factor 9 : Search for a product online

Thus, each of the factors of online marketing was studied in relation to its impact on the Convenience as a determinant of Web Portal Model and Global Super Store Model separately.

**H1: It was hypothesized that online advertising practices has no significant impact on convenience in Web Portal Model.**

ANNOVA test was applied to know the impact of various online marketing practices on convenience as a factor of Web Portal Model.

**Table 1 ANOVA (1.1.W)**

		Sum of Squares	Df	Mean Square	F	Sig.
I	Between Groups	18.478	4	4.619	3.529	.007
	Within Groups	797.132	609	1.309		
	Total	815.609	613			
II	Between Groups	17.604	4	4.401	4.240	.002
	Within Groups	627.905	605	1.038		
	Total	645.508	609			
III	Between Groups	17.863	4	4.466	4.390	.002
	Within Groups	611.339	601	1.017		
	Total	629.201	605			
IV	Between Groups	31.482	4	7.870	7.245	.000

	Within Groups	633.314	583	1.086		
	Total	664.796	587			
V	Between Groups	8.731	4	2.183	2.693	.030
	Within Groups	464.501	573	.811		
	Total	473.232	577			
VI	Between Groups	11.561	4	2.890	4.006	.003
	Within Groups	406.157	563	.721		
	Total	417.718	567			
VII	Between Groups	26.845	4	6.711	6.416	.000
	Within Groups	551.230	527	1.046		
	Total	578.075	531			
VIII	Between Groups	12.545	4	3.136	4.808	.001

	Within Groups	309.822	475	.652		
	Total	322.367	479			
IX	Between Groups	36.921	4	9.230	12.341	.000
	Within Groups	264.018	353	.748		
	Total	300.939	357			

As per the given table, it was found that online marketing practices had a significant impact on convenience determinant in Web Portal Model. Impact of various online marketing trends practices which had a significant impact on convenience determinant, attitudes towards convenient buying, according to consumers in Web Portal model.

Convenience, as a determinant was affected by the various practices of online marketing in WPM including advertising practices delivering at required place and time, shop at click, and delivery at required place. The security of consumers must sound convincing to them and they must not be unsure about it. The expediency of men and women to shop for products of their liking is also available in online shopping. The ease and comfort of searching a product online also proves to be beneficial. Thus convenience as a factor was affected by all the factors and there remains scope for advancement in these factors.

**H 2: It was hypothesized that various online marketing practices had no impact on convenience determinant as per the Global Super Store Model.**

ANNOVA test was applied to know the impact of various online marketing practices on convenience issues of customers in GSSM. It was hypothesized that online advertising practices has no significant impact on convenience determinant in GSSM.

**Table 2 ANOVA (1.2.G)**

		Sum of Squares	Df	Mean Square	F	Sig.
I	Between Groups	49.491	4	12.373	9.835	.000
	Within Groups	766.119	609	1.258		
	Total	815.609	613			
II	Between Groups	12.323	4	3.081	2.944	.020
	Within Groups	633.185	605	1.047		
	Total	645.508	609			
III	Between Groups	7.975	4	1.994	1.929	.104
	Within Groups	621.227	601	1.034		

	Total	629.201	605			
IV	Between Groups	9.991	4	2.498	2.224	.065
	Within Groups	654.805	583	1.123		
	Total	664.796	587			
V	Between Groups	11.414	4	2.854	3.541	.007
	Within Groups	461.817	573	.806		
	Total	473.232	577			
VI	Between Groups	6.179	4	1.545	2.113	.078
	Within Groups	411.540	563	.731		
	Total	417.718	567			
VII	Between Groups	12.497	4	3.124	2.911	.021
	Within Groups	565.578	527	1.073		



	Total	578.075	531			
VIII	Between Groups	13.390	4	3.347	5.146	.000
	Within Groups	308.977	475	.650		
	Total	322.367	479			
IX	Between Groups	15.995	3	5.332	6.624	.000
	Within Groups	284.944	354	.805		
	Total	300.939	357			

As per the given table, it was found that online marketing practices had a significant impact on convenience determinant in Global Super Store Model, apart from Factor III, Factor IV and Factor VI where significance value comes out to be 0.104, 0.065 and 0.078 respectively, which is more than .05. These factors relates to consumer buying behavior, impact of marketing practices on men and women and impact of attitudes, which had no significant impact on convenience determinant according to consumers in Global Super Store model.

One of the most enjoyable conveniences of online shopping which is enjoyed by many is the ability to shop for products or services at a time which is convenient for the consumer. The Global Super Store Model (GSSM) offers convenience across different consumer buying behavior like those shopping for regular goods, luxurious items etc. The GSSM can cater to consumers with different personality types like aggressive buying, people keen on sports, adventure, high end fashion accessories etc. This is also implied for men and women as both the genders can conveniently shop through GSSM that may not

always be the case with WPM. Shoppers are no longer limited to products offered by single point websites. This can make it easy for online shoppers to acquire hard to find items or items which are a regional specialty of a particular area.

## Summary

*As Web Portal Model is a model that already exists and functions, there were certain prominent limitations that were pointed out in analysis above.*

*Global Super Store Model, being a proposed model will offer advancement in this area and will be more adaptable in bringing about the changes and fulfilling the lacuna that exist in Web Portal Model.*

*Hence, it can be well concluded that the hypothesis stands accepted that impact of online marketing practices will be more on Global Super Store Model in comparison to Web Portal Model.*

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