

A study on customers perception towards E-marketing in Thiruvavarur District.

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Abstract

Customers are playing a momentous responsibility in online shopping. The increasing of internet by the younger age group in India provides a promising prospect for online retailers. Across the world E-Marketing is now overtaking radio marketing in terms. E-Shopping environments are therefore playing an increasing role in the overall relationship between marketers and their consumers. In this regard, the researchers had aimed to identify the perception level of the customer towards e-marketing in thiruvavarur district of Tamil Nadu, India for this, the researcher has selected 155 respondents in different age groups by using convenient sampling technique. The customer opinion towards e-marketing was collected by using structured questionnaire. The collected percentage analysis. From the research, it is found that female, less than 25 Years aged, homemaker and students have more perception in practicing E-Marketing.

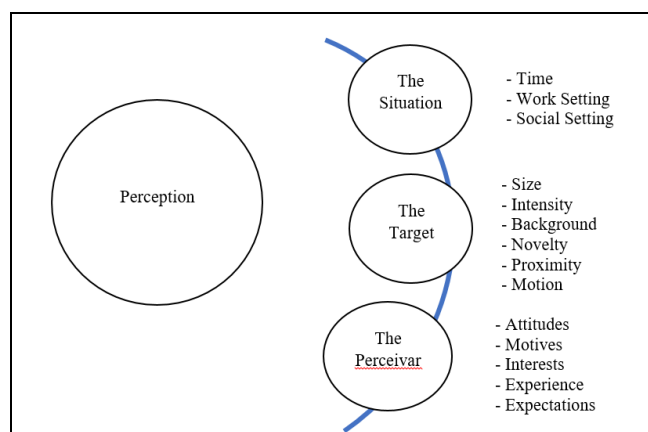
Keywords: E-marketing, customer perception, e-shopping

Introduction

E-marketing is the marketing of products and services through electronic media. E-Marketing is one of the most recent and rising marketing methods. It includes the creative application of internet technology. Such as the use of various multimedia graphics, text and other elements in Conjunction with many languages to produce appealing Advertisements, forms and an e-shop where product may be viewed, promoted, and sold, E-Marketing does not just imply the creation or promotion of a website, nor the placement of a banner and on another website advertising (Flash, text, graphics, audio or video) product display, product navigation 3-D product view, basket selection, checkout and payment are all included Re-Phrases e-marketing and internet marketing.

1. What is Perception

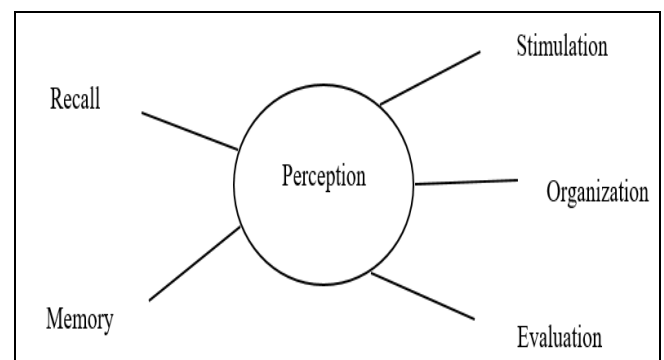
The Word Perception comes form the Latin Capere, meaning “to take” The Prefix per meaning “Completely”



2. Five Stages of Perception in Marketing

How consumers perceive a company’s products promotions and other marketing elements can determine how the public

receives and responds to companies. Using the stages of perception commonly studied in psychology is one-way businesses might use these stages to improve business performance. In this article, we share what the stages of perception in marketing.



Stimulation

The stimulation stages in the initial moment that a consumer experiences a piece of marketing. It involves the sensory processing phase of recognition, where the element appeals to the consumer’s sight, hearing, touch, smell or taste this can go further than specifically created marketing materials.

Organization

The organization stage is when a consumer processes and organizes their thoughts on particular stimul. This is when the customer selects what marketing materials their may respond to, often because of predetermined views.

Evaluation

The evaluation, or interpretation, stage is when a consumer assigns a value to the materials they experience. This can be deeper than the organization stage, as if brings in a consumer’s pre-received idea about the type of company.

Memory

Memory is when a subject pass beyond immediate processing and registers into a consumer’s memory. This can include short and long-term memory depending on the content.

Recall

Recall is to Final Stage in perception and can be crucial for marketing. This is when a customer remembers, or recalls, something they viewed or experienced previously. For recall to occur, a company, advertisement, product or other form of content is already in the consumer’s memory.

Review of Literature

Rajev Kamineni (2004), in his study, finds that the World Wide Web can change human behavior and human interactions to a very large extent. Web based shopping behavior is one major example to point out the trends in this area. This study is of a very expioratory nature and it intends to establish the differences between several web-based customers from different parts of the world. Several critical factors associated with online shopping behaviour have been explored. A cross-cultural dataset has been collected and illustrative description of the shoppers has been provided. As a final step, the cross-cultural differences between several shoppers explored.

Archana Shrivastava, Ujwarlanjewar (2011), in online buying the rate of diffusion and adoption of online buying amongst consumers is still relatively low in India.

Given the above problem, an empirical study of online buying behavior was undertaken. Based on the literature review, four predominant psychographic parameters, namely attitude, motivation, personality and trust, were studied concerning online buying. The online buying decision process mode is based on all the four parameters were designed after statistical analysis. These models were integrated with business intelligence, knowledge management and data mining to design the behavioral business intelligence framework with a consive view of online buyer behavior.

Wang *et al.* 2005 [3]. Empirical research shows that convenient of the internet is one of the impacts on consumer’s willingness to buy online.

Hofacker, 2001 [4], wang *et al.* 2005 [3] online shopping is available for customers around the clock comparing to traditional store as it is open 24x7 days a week.

Hermes, 2000 [5]. Consumers not only look for products, but also for online services, some companies have online customer services available 24 hours. Therefore, even after business hours. Customers can ask question, get necessary support or assistance. Which has provided convenience to consumers.

Statement of Problem

When consumers want to buy product, they will look at the brand and the characteristics of product or service. Some products can be purchased and shipped easily online such as, software, book on the other hand, some products are hard to decide through online channel. Website features firm capabilities, marketing communication stimull, and consumer skills are also important, in terms of the proposed framework. Website feature is one of the important things that can influence consumers to buy product online. For example, online retailers can use high technology to

improve their websites in order to influence consumer perceptions of the web environment. Among the various back draft of the online purchase behavior of the consumers, the research emerges to examine the customer perception towards E-marketing in Thiruvavur District.

Objectives of the Study

- To study the demographic status with perception level of the customers in Thiruvavur.
- To examine the perception level of the customers towards E-marketing Thiruvavur.

Research Methodoly

The research is mainly used Descriptive research design. The researcher has used 155 selected respondents who have experience in practicing E-marketing in Thiruvavur District of Tamilnadu, India. A Structured Questionnaire has framed and collects the opinion of the respondents towards their perception on E-marketing. The collected information was subduced into take with the help of chart showing tools like percentage analysis.

**Data Analysis and Interpretation
Demographic Profit of the Respondents.
Percentage Analysis**

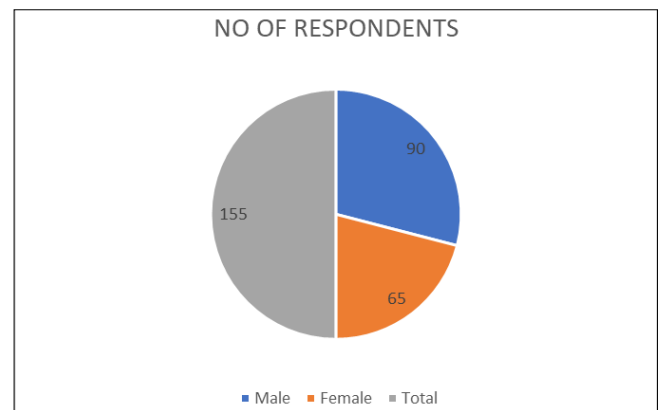
Gender

Gender	No of respondents	Percentage
Male	90	58.6
Female	65	41.4
Total	155	100

From the overhead table it is number available that 58.6% of the respondents are male and the rest 41.4% of the respondents are female.

Chart Showing Gender Wise Classfication of the Respondent

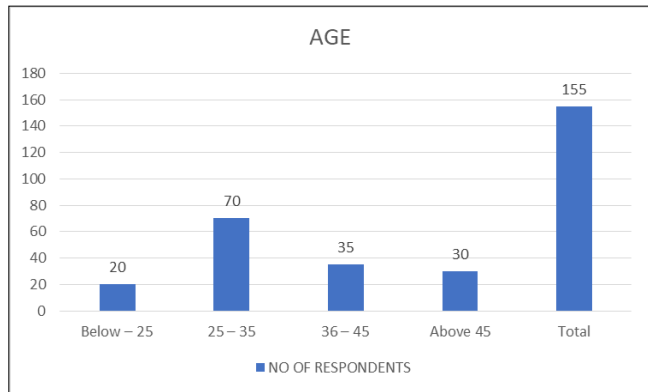
Gender 155 respondents



Age

Age	No of respondents	Percentage
Below – 25	20	12.90
25 – 35	70	45.16
36 – 45	35	22.58
Above 45	30	19.36
TOTAL	155	100

From the above table it is construed that 12.90% are belong to less than 25 of the age. 45.16% are belong 25 – 35 Years, 22.58% are belong 36 – 45 years, 19.36% are belong to above 45 Years.

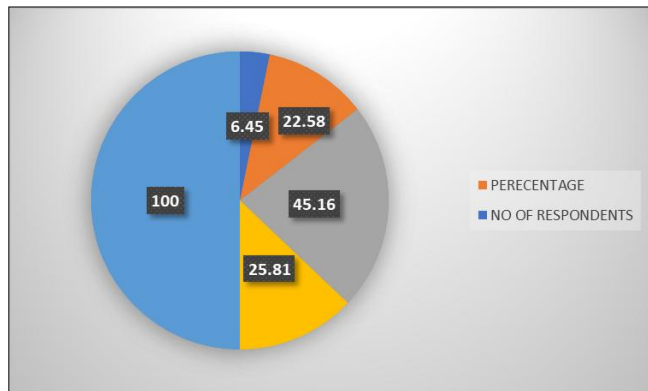


Qualification

Qualification	No of respondents	Percentage
Up to 12 th / Diploma	10	6.45
Under Graduation	35	22.58
Post Graduation	70	45.16
Professional	40	25.81
Total	155	100

From the above table it is understood that 6.45% are belong up to 12th Diploma. 25.80% are belong to under graduation. 41.94% are belong to post graduation and 25.81% are belong to professional.

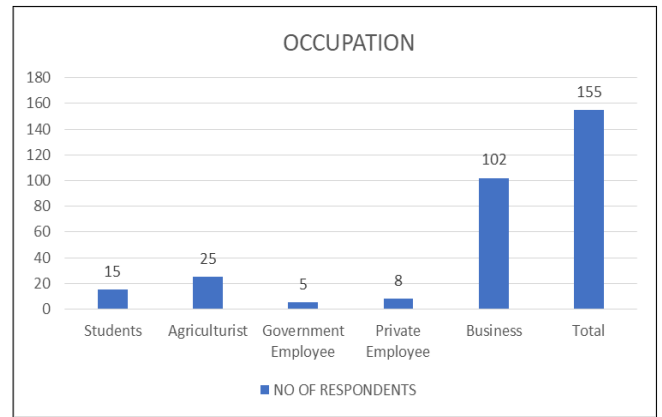
Chart showing qualification wise classification of the respondent (Qualification 155 responses)



Occupation

Particulars	No of respondents	Percentage
Students	15	9.68
Agriculturist	25	16.12
Government Employee	05	3.23
Private Employee	08	5.17
Business	102	65.80
Total	155	100

From the above table it is taken that 9.68% are belong to student 16.2% are belong to Agriculturist 3.23% are belong to Government employee and 5.17% are belong to private employee 65.80% are belong to Business Man.

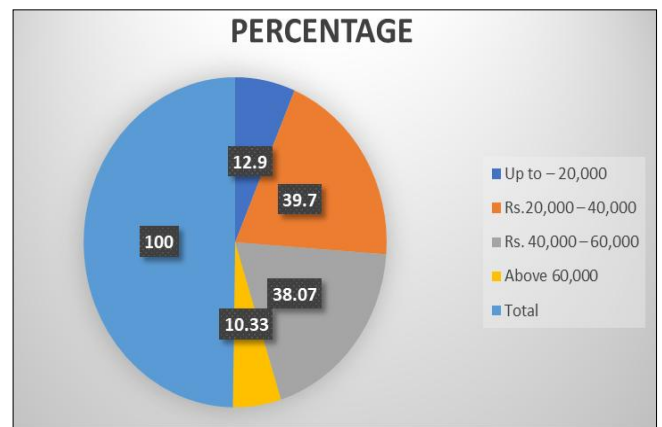


Monthly Family Income

Income	No of respondent	Percentage
Up to – 20,000	20	12.90
Rs.20,000 – 40,000	60	39.70
Rs. 40,000 – 60,000	59	38.07
Above 60,000	16	10.33
Total	155	100

From the above table it is understood that 12.90% are belong to below 20,000 38.70% are belong to 20,000 to 40,000 38.07 are belong to 40,000 – 60,000, 10.33% are belong to above 60,000.

Chart Showing Monthly Income Wise Classification Respondent.

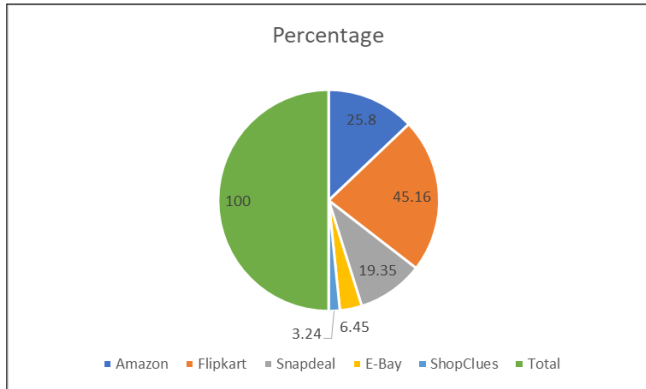


Types of E-Marketing Portals Tables

Particulars	No of respondent	Percentage
Amazon	40	25.80
Flipkart	70	45.16
Snapdeal	30	19.35
E-Bay	10	6.45
ShopClues	5	3.24
Total	155	100

From the above table it is taken that 25.80% are belong to Amazon 45.16% are belong to Flipkart 19.35% are belong to Snapdeal, 6.45% are belong to E-Bay 3.24% are belong to ShopClues.

(Chart showing E-Marketing Portals Classification of respondent)

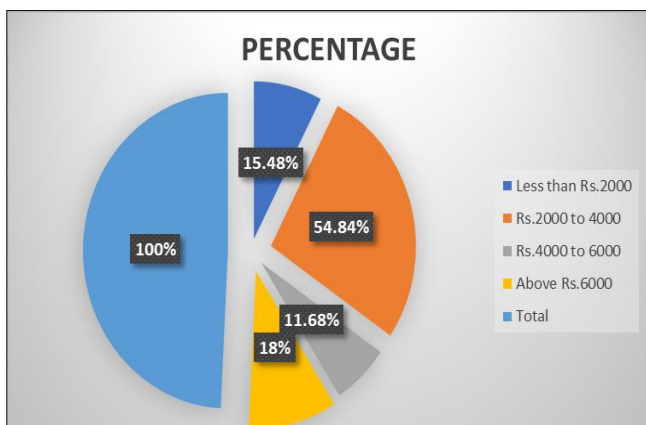


Spending Amount

Particulars	No of respondents	Percentage
Less than Rs.2000	24	15.48%
Rs.2000 to 4000	85	54.84%
Rs.4000 to 6000	20	11.68%
Above Rs.6000	31	18%
Total	155	100%

From the above table it is taken that 15.48% are belong to less than Rs.2000, 54.84% are belong to 2000 to 4000, 11.68% are belong to 4000 to 6000. 18% are belong to above Rs.6000.

(Chart showing are Spending Amount wise Classification Respondent)



Interpreation

From the above analysis. It is observed that majority of respondents are made, belongs to 25 – 35 years age qualified with post graduate, engaged in their business, earn Rs.20,000 to 40,000 are family monthly income E-Marketing through Flipkart and spent Rs.2000 to 4000 for purchase of products through E-Marketing.

Findings

From the analysis, it is found that majority of the respondents are male, belong 36 – 45 years age group, qualified with post graduate, engaged in their business, earn Rs.20,000 to 40,000 as family monthly income E-Marketing through Flipkart and Spend Rs.2000 to 4000 for purchase of products through E-Marketing.

It is observed that majority of the respondents have experienced high level of perception in E-Marketing practices who are female, belong to less than 25 years aged, educated till school and graduate level. Status as student,

etc. Around Rs.40,000 to 60,000 earn monthly in their family. Using Flipkart on purchase products and spent around Rs.2000 to 4000 in a month.

Suggestions and Conclusion

From the research, male has less perception in E-Marketing than Female with less than 25 years aged. It proves the present-day buying behavior of the female customers that they have more interested to purchase products through E-Marketing portals than male. It cleans the more usage level of e-marketing portals may take introduce more attractive products for male customers that may increase the perception level of the male customer.

Homemakers and students have more perception than other category of customers in this study. It indicates more searching time available of the respondents and other side other customers can not able to search and verify their needed products because huge number of products available in the market. So, the E-marketing portals may offer unique quality products with unique number may leads to increase the perception level of the customers.

Most of the respondents attracted the Flipkart E-marketing portal. So, it is necessary to update the attraction of the other E-Marketing portals with easy searching facilities and comparison of the products. It increases the perception level of the E-Marketing customers.

Different Spending Amount of the respondents have different perception towards E-Marketing like their selection of portals and selection of products. So, it has to kindly identify by the E-Marketing portals through different online searching technical tools and offer some attractive discount for the particular customers that may increase the perception level of the E-Marketing customers in the study area.

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