



# Exploring The Impact Of Internet Marketing Strategies In E-Consumer Purchase Behaviour

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## ARTICLE INFO ABSTRACT

Internet usage increased in day today life .It's use for entertainment, for time passing, for enjoyment, for maintaining friends' circle, for watching TV and online News, for more service activity, for playing games, and also shared feelings, now trend going for purchase Goods and services(Necessary and Luxury Goods) through online. Because internet user increased to every minutes in globe wise. Internet users are maximum literate. So, the marketers should provide correct information about their product to his consumer. Consumer taste, preference and expectations are changed in everyday life. The marketer investigates about consumer needs and wants and their demographic situation for their successful trading movements. This study focused on consumer's socio-economic factors and purchasing power, the attitude of consumer's towards online shopping , analyze the consumer's satisfaction and gives some suggestions to internet marketers for making business successful.

**Keys:** Internet usage, Internet user, Globe wise , Demographic situation, Purchasing power, Internet marketers, online shopping, socio-economic factors, attitude of consumer, consumer's satisfaction,

## INTRODUCTION

Now the world is treated as globe village. So, every activities are possible in marketing field also particularly in online market. E-commerce has determined great changes in buyer behavior, changes caused mainly by the modification factors that influence internet buyer behavior.

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the internet using a web browser. Consumers find a product of interest by visiting the websites of the retailers directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.an online shop evokes the physical analogy of buying products or services at a regular 'bricks-and mortar' retailer or shopping center; the process is called business -to-consumer online shopping. When online store is set up to enable businesses to buy from another business, the process is called business-to-business online shopping.

A typically online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

The largest of these online retailing corporations are Alibaba, Amazon.com, and e-bay.As of 2017, consumers can shop online using a range of different products including electronic devices and home appliances cosmetics, dress materials, jewellery, books, Accessories, kitchen wear, recently gardening items .

Online shopping behavior (also called online buying behavior and Internet shopping/buying behavior) refers to the process of purchasing products or services via the Internet. The process consists of five steps similar to those associated with traditional shopping behavior (Liang and Lai 2000). In the typical online shopping process, when potential consumers recognize a need for some merchandise or service, they go to the Internet and search for need-related information. However, rather than searching actively, at times potential consumers are attracted by information about products or services associated with the felt need. They then evaluate alternatives and choose the one that best fits their criteria for meeting the felt need. Finally, a transaction is conducted and post-sales services provided. Online shopping attitude refers to consumers' psychological state in terms of making purchases on the Internet.

## Reviews

Mishra,(2009) also suggested that age and income show a significant association with purchasing attitude. Jarvenpaa & Todd (1997) proposed a model of attitude and shopping intention towards internet shopping in general. The model include several indicators belonging to four major categories: the value of the product the shopping experience, the quality of service offered by the websites and the perception the internet retail shopping.

K.Jamuna rani and Sri balamurugan it reveals that the purpose of this study is to analyze factors affecting on online shopping behavior of consumers that might be one of the most important issues of e-commerce and marketing field.

Park and Kim (2003) revealed that consumer purchasing behavior from an online store is influenced by information quality site commitment, relational benefits, and site awareness.The online shopping environment enables customers to reduced their decision making effort by providing vast selection once customer insures that the company is able to fulfill their requirements. Then they are likely to purchase products through online facility.

According to comscore (2013) ,also highlighted the important points, India has 75% of young internet user and the Indian online population currently ranks as the 3<sup>rd</sup> largest in the world after China and the US. The heaviest women internet users were aged between 35-44 years in the Indian market.

### Statement of the problem

Consumer mind changed every minute in a day. The internet marketers meet a more challenges in every minutes in their business life. Many peoples are purchased variety of product via internet marketing. The online marketers give more importance to identify the socio-economic factors of their consumer and taste and preferences also expectations of online consumers and their potential consumers' possibilities status for our business growth.

### Objective

- To know about the socio-economic factors of online consumers.
- To analyze the consumer's satisfaction towards online shopping at pudukkottai district.

### Hypothesis

**Ho:**There is no relationship between monthly income of the respondents and method of payment.

### Area of the study

**Area** of the study refers to pudukkottai which is one of developing district in all sectors.

### Sampling design

This study based on both primary and secondary data. Primary data was collected from online purchaser and secondary data was collected from some journals and standard books.150 Samples are used for this study.

## SOCIO-ECONOMIC CONDITIONS OF CONSUMERS:

### Personal profile of the consumer

S.NO	PERSONAL PROFILE	NO. OF RESPONDENCES	PERCENTAGE
<b>1</b>	<b>GENDER</b>		
	MALE	84	56%
	FEMALE	66	44%
		150	100%
<b>2</b>	<b>AGE</b>		
	BE LOW 20	42	28%
	21 - 40	63	42%
	41 - 60	27	18%
	ABOVE 61	18	12%
		150	100%
<b>3</b>	<b>EDUCATION</b>		
	SSLC	30	20%
	HSC	54	36%
	DEGREE	66	44%
		150	100%
<b>4</b>	<b>MARITAL STATUS</b>		
	MARRIED	54	36%
	UNMARRIED	96	64%
		150	100%
<b>5</b>	<b>PROFESSION</b>		

	<b>SELF-EMPLOYED</b>	<b>45</b>	<b>30%</b>
	<b>GOVERNMENT</b>	<b>39</b>	<b>26%</b>
	<b>PRIVATE</b>	<b>66</b>	<b>44%</b>
		<b>150</b>	<b>100%</b>
<b>6</b>	<b>INCOME</b>		
	<b>BELOW 20,000</b>	<b>36</b>	<b>24%</b>
	<b>20,001-30,000</b>	<b>48</b>	<b>32%</b>
	<b>30,001-40,000</b>	<b>42</b>	<b>28%</b>
	<b>ABOVE 40,000</b>	<b>24</b>	<b>16%</b>
		<b>150</b>	<b>100%</b>

**The consumer's satisfaction towards online shopping.**

<b>Attributes of consumer's satisfaction</b>	<b>No. of Respondents</b>	<b>Percentage</b>
<b>Goods deals</b>	<b>24</b>	<b>16%</b>
<b>Product reviews</b>	<b>21</b>	<b>14%</b>
<b>Customers services</b>	<b>27</b>	<b>18%</b>
<b>Browsing Image</b>	<b>18</b>	<b>12%</b>
<b>Free Returns</b>	<b>21</b>	<b>14%</b>
<b>Daily deals</b>	<b>15</b>	<b>10%</b>
<b>Free shipping</b>	<b>24</b>	<b>16%</b>
	<b>150</b>	<b>100%</b>

**Relationship between monthly income of the respondents and method of payment.**

Relationship between monthly income of the respondents and method of payment are measured by using chi-square test.

<b>Monthly income</b>	<b>Online bank transfer</b>	<b>Online money transfer</b>	<b>Credit card/ debit card</b>	<b>Cash on delivery</b>	<b>Total</b>
<b>BELOW 20,000</b>	<b>6</b>	<b>6</b>	<b>4</b>	<b>12</b>	<b>28</b>
<b>20,001-30,000</b>	<b>3</b>	<b>5</b>	<b>6</b>	<b>16</b>	<b>30</b>
<b>30,001-40,000</b>	<b>4</b>	<b>20</b>	<b>6</b>	<b>30</b>	<b>60</b>
<b>ABOVE 40,000</b>	<b>2</b>	<b>2</b>	<b>20</b>	<b>8</b>	<b>32</b>
<b>Total</b>	<b>15</b>	<b>33</b>	<b>36</b>	<b>66</b>	<b>150</b>

**Source: Primary data**

Ho: There is no relationship between monthly income of the respondents and method of payment.  
 $\chi^2 = \sum (O-E)^2/E$

calculated value	41.8
Table value	16.919
Degree of freedom	3*3

The calculated value of the chi-square analysis (41.8) is greater than the table value (16.919). Hence, hypothesis is rejected. It can be concluded that there is an association between monthly income of the respondents and method of payments.

**FINDINGS:**

1. The highest percentage of respondents are male than female respondents.(56%).
2. The majority of the respondents are come under the age group below 21-40.
3. Majority of the respondents are degree level(44%)
4. The majority of the respondents are unmarried.(64%)
5. Majority of the respondents are private employees (44%)
6. Majority of the respondents are earning monthly income of 20000-40000.
7. Mainly consumers are considered and give more importance to consumer services among the all attributes of consumers satisfaction.(18%).

**SUGGESIONS:**

- Internet marketers create confidence and awareness in the minds of consumers on their products and services and also websites details

- Majority of the respondents are degree level –The marketers should providing their product and service detail in common language and regional language. It can reach and cover wide range of consumer and earn more customers in future.
- Youngsters are more interest for Online purchase mode, because ,the Online sellers keep and maintain the new models ,verities, and fashionable product. Hence, The Internet Marketer will standby in consumer mind.
- Special offers provide for earning attention with family member’s interest.
- Consumers expectations are different levels .So, the marketer will provide product and services to their needs and wants.

### **CONCLUSION:**

The marketers should be identified the consumer demand, increase the factors that promote consumer purchasing, and change unfavorable factors, taking the satisfaction of consumer as the start point and ultimate goal of marketing behaviors. Only by providing high-quality products and services, reasonable and convenient prices, and complete services, advertisement in regional language and satisfying buyers’ material and spiritual needs, can an enterprise earn more customers, increase market shares, and create special core competences and competitive advantages. Meanwhile, buyers will gradually accept the modern selling mode- online retail.

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