

IMPACT ON CONSUMERS SATISFACTION TOWARDS ONLINE MARKETING ON DURABLE GOODS IN THOOTHUKUDI DISTRICT

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ABSTRACT

Online Marketing is one of the latest and E-Merging tools in marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc., with different languages to create catchy advertisement, forms, E-Shop where product can be viewed, promoted and sold. E-Marketing includes Advertisement, Product Display, product navigation, check out and payment. E-Marketing & Internet Marketing terms are used in the same sense.

Keywords: E-merging tools, online marketing, internet technology

1. INTRODUCTION

Consumer Satisfaction involves a long process where the buyer has to identify the product, study well its features, the pros and the cons and lastly deciding on whether to purchase it or not. Consumer Satisfaction would make a certain buyer to purchase product A as opposed to product B or whether to purchase a certain product or leave it alone and all that is as a result of the buying decisions made by the buyer as to whether the product suits his/her needs and requirements. The Consumers of goods and services may possess different types of consumer Satisfaction that are unique to themselves. The Satisfaction of consumer A may be different from those of consumer B and the difference may vary buying decision made by a consumer. To understand more on this let us give a definition to each of the different types of consumer Satisfaction that are associated with different buyers and consumers of products.

2. STATEMENT OF THE PROBLEMS

Consumer behaviour aspects including frequency of purchase, decision or brands, buying motives, shopping behaviour of consumer and utility of the products provide scope for the manufacturers to understand the taste and preferences of the consumers and accordingly enable them to manufacture articles to consumers' satisfaction. Electronic goods are one of the common products used by the consumers. An understanding of the purchase behaviour of a consumer is an essential aspect as it reflects the influence of brands, purchase timing, buyer and consumer type on the purchase of a particular durable. This insight helps the company to take steps to maintain loyalty of current customer and also attract new customers. Therefore, a study in Kovilpatti is necessary to improve sale of consumer durable in market in the light of the increased stability of the people and changing marketing environment.

3. OBJECTIVES OF THE STUDY

- To track out the factors affecting the Online Marketing on durable goods.
- To find out the benefits to use Online Marketing on durable goods in the study area.
- To study the problem faced by the consumers towards Online Marketing.

HYPOTHESIS OF THE STUDY

- Ho: There is a no significant relationship between the genders of the consumer attitude towards Online Marketing on durable goods.
- Ho: There is a no significant relationship between the ages of the consumer attitude towards Online Marketing on durable goods.

4. METHODOLOGY OF THE STUDY

SOURCES OF DATA

The Data required for the study were collected from the both primary sources and secondary sources. The primary data has been collected directly from respondents by using questionnaire. The secondary data were collected from the published journal, books, magazines and URL's.

SAMPLING TECHNIQUE

The total number of samples was 175 respondents from Kovilpatti Taluk. Thus, the equal importance was given based on the nature of online purchases in the Taluk. After the scrutiny 185 questionnaires, finally 175 usable questionnaires were considered for the purpose of the study and the analysis of data.

RESULT AND DISCUSSION

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
GENDER WISE CLASSIFICATION OF RESPONDENTS		
Male	110	62.9
Female	65	37.1
AGE WISE CLASSIFICATION OF RESPONDENTS		
Below 25 years	130	74.3
25-50 years	40	22.9
Above 50 years	5	2.9
MARITAL STATUS WISE CLASSIFICATION OF RESPONDENTS		
Married	55	31.4
Unmarried	120	68.6
AREA OF LIVING WISE CLASSIFICATION OF RESPONDENTS		
Urban	95	54.3
Semi Urban	55	31.4
Rural	25	14.3
EDUCATIONAL QUALIFICATION WISE CLASSIFICATION OF RESPONDENTS		
Upto HSC	70	40.0

Diploma	20	11.4
UG	65	37.1
PG	20	11.4
OCCUPATIONAL WISE CLASSIFICATION OF RESPONDENTS		
Student	115	65.7
Employee	45	25.7
Business Men	10	5.7
House wife	5	2.9
MONTHLY INCOME WISE CLASSIFICATION OF RESPONDENTS		
Less than Rs.25000	130	74.3
Rs.25000-Rs.50000	25	14.3
Above Rs.50000	20	11.4
NATURE OF FAMILY WISE CLASSIFICATION OF RESPONDENTS		
Nuclear Family	145	82.9
Joint Family	30	17.1
FAMILY MEMBERS WISE CLASSIFICATION OF RESPONDENTS		
2-4 Members	125	71.4
4-6 Members	25	14.3
Above 6 Members	25	14.3

Source: Primary Data

It is cleared that most 62.9 per cent of respondents are Male. Because they are very interested and eager to purchase the products. It is noted that majority of 74.3 per cent respondents are in the age group of below 25 years. Because maximum youngsters are need easy and smart purchase. It is highlighted that of 68.6 per cent respondents are unmarried. Because unmarried persons are bought variety of goods like mobile phone and its accessories. It is cleared that most of 54.3 per cent respondents are live in urban. The urban area peoples are maximum prefer smart purchase because the reason of his work load. It is cleared that the most of respondents 40 per cent education level is upto HSC. Because the upto HSC respondents are use Smartphone way of purchase. It is cleared that of most of respondent occupation is student. Now a day maximum students are used smart phone. It is highlighted that majority of respondents income per cent is 74.3. The maximum respondents are earned more. It is cleared that majority of respondents family is 82.9 per cent nuclear. Because, maximum respondents family background is nuclear. It is highlighted that majority of 71.4 per cent respondents family members are 2-4 members. Basically nuclear family members are also a 2-4.

GARRETT RANKING BETWEEN OF E-SERVICE MARKETING SITES

E-SERVICE MARKETING SITES	TOTAL SCORE	MEAN SCORE	RANK
Flipkart	1160	41.4286	01
Snapdeal	895	31.9643	02
Amazon	830	29.6429	03
Ebay	755	26.9643	04
Shopclues	360	12.8571	06
Paytm	550	19.6429	05
Others	350	12.5	07

Source: Primary Data

GARRETT RANKING BETWEEN OF E-SERVICE MARKETING SITES

The most of consumers are choosing Flipkart E-Service marketing sites. So it is got 1st rank. Because Flipkart is provide a good brand of product, maximum quantity and more varieties.

HYPOTHESIS TESTING

SOCIO ECONOMIC	CONSUMER ATTITUDE TOWARDS ONLINE MARKETING ON DURABLE GOODS		INFERENCE
	5 % SIGNIFICANT LEVEL		
	TABLE VALUE	CALCULATION VALUE	
Gender of the respondents	0.05	22.039	Significant
Age of the respondents	0.05	28.039	Significant
Occupation of the respondents	0.05	83.922	Significant
Education level of the respondents	0.05	54.255	Significant
Marital Status of the respondents	0.05	40.199	Significant
Area of Living of the respondents	0.05	68.590	Significant
Monthly Income of the respondents	0.05	56.890	Significant
Family Size of the respondents	0.05	39.863	Significant

5. SUGGESTIONS

- The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on E-Shopping.
- The E - shoppers should reinvest the cash to the customers for returning of product at it will help the online websites to create a reputation in the mites of their customers.
- In most of the websites the given information, features about the product on the website and product received from the online vendor are different. This will create lack of customer satisfaction. So the online vendor should take necessary steps before dispatching the products to the consumer site. It creates good opinion about the online vendor and creates repurchasing power of the respondents.
- The quantity / quality of the product not up to the standard and it should replace as possible. Hence it helps the Online Marketing companies to retain their customer for a long period.
- Website design and quality creates a positive impact on E - shopping satisfaction. So the vendor companies should concentrate more on the designing part of the websites.

6. CONCLUSION

India has the second largest Internet user base in the world and the fastest growing one. In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce. E-Commerce is exchange of information using network-based technologies. In the present high cost situation, e-services marketing can be used as a competitive

strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment. In future, online shopping is bound to grow in a big way, given the growing youth population.

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