

A STUDY ON E-MARKETING AND ITS IMPACT ON THE CONSUMER BEHAVIOUR WITH SPECIAL REFERENCE TO TIRUNELVELI DISTRICT

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Abstract

Today, the world has become progressively more digital concentrated and is developing at a meaningfully faster rate. It is general at this moment to have automatic access to digital devices and the internet because of the digital capabilities obtainable that completely transformed the mode in which society communicates and interacts. The way in which digital marketing has accelerated since the 1990 and 2000 it, had significantly transformed the manner, how the brands and businesses utilize technology and digital marketing to enlarge value to their marketing efforts. The essential to market a brand over the comprehensive range of technology devices available has turn into a challenge for brands but nevertheless allows for additional means to reach and influence customers and their commitment with a brand. E-marketing drives are fetching more widespread, as digital platforms are more and more being unified into marketing plans. Digital platforms permit brands to be well storytellers and make available the customers with a space to share their experiences of brands and products. This paper intends to understand the E-marketing and its impact on the consumer behaviour- a study with special reference to Tirunelveli District. The study has been made by conducting a survey in Tirunelveli District. For that, the researcher collected 90 samples from the respondents and percentage, Garret ranking method and t- test used for this study.

Key words: Marketing Management, International Marketing, Electronic Commerce, Buying Behaviour.

Introduction

E-Marketing is the practice of digital networks to promote or market products or services to businesses and consumers. Digital marketing is a broader term for the measurable, targeted and interactivity in marketing of products or services by means of digital technologies to attain and transform leads into customers and preserve them. The significant goal is to promote brands, construct preference, engage with customers and enhance sales over numerous digital marketing techniques. It exemplified by an widespread range of service, product, and brand marketing devices, that primarily use Internet as a key promotional medium, along with mobile and traditional TV and radio. Digital marketing comprises those marketing efforts that send a message from a source (company) to a receiver

(customer) from end to end using digital platforms and the internet. Online marketing and retailing are expeditiously progressing as to a greater extent where shoppers are no longer just move to the nearby store, but relatively, take hold of nearby digital device. Technology is enabling up a world of opportunities to both marketers and consumers. Today, brands are utilizing digital touch points as channels in marketing communications process, and shoppers are by means of them to their advantage along the entire pathway to purchase.

Need for study

The intention of this study is to reflect the present situation of the marketer in respect of their market research of consumer behaviour. The marketers are facing challenges and opportunities to gain the attention of the consumers towards their brand. However, with the increasing development in technology which leads to drastic change in the consumer behavioural pattern that becomes more challenging situation for the marketing personnel. Traditional marketing has been using the internet as a medium for the communication with their customers. Moreover, the major portion of the population are more engaging in the digital world, turning these into preferred targets for marketing actions, considering the potential of retrieving the personal valuable, demographic and geographic behaviour. The need for the study of “digital marketing and its impact on the consumer behaviour- with special reference to Tirunelveli District” is to show how the digital marketing made an impact on the consumer behaviour. It seems that the traditional marketing practices on the consumer behaviour are the static tools which hardly to practice in this digital age, though these practices are not disappear from the market and we may find that there are some organizations are practicing the traditional theories. But, this is the time that comes for to understand the dimensions which reflects the present situation of the consumer behaviour. An attempt will be made to provide different aspects or the dimensions of the digital marketing and its impact on the consumer behaviour. Today, the digital revolution of the marketplace allows much better customization of products, services and promotional messages than older marketing tools. Digital technologies also enable to collect and analyze the complex data on consumer buying patterns and personal characteristics. On the other side, the same technologies enable consumers to find more information about products and services.

Review of Literature

Ms.S.Raja Prathiba(2021), “A Study on Consumers’ Purchasing Behaviour of Digital Marketing towards FMCG with Special Reference to Kanyakumari District”, Digital marketing is often referred to as online marketing, internet marketing or web marketing. The term digital marketing has grown in popularity over time, particularly in certain countries. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. It really plays an important role in modern commerce system. The study concluded that consumer preferences of FMCG through digital marketing, the main reasons were home delivery of goods (94.32), time save (81.65), no intermediaries (79.26) and purchase of desired goods (77.01). The study further reveals that the factors loading of 22 variables are influencing consumer purchase of FMCG with through digital marketing in Kanyakumari district. The factor analysis reduced the 22 variables into

six factors namely F1 – Product, F2 – Promotion, F3 – Worth, F4 – Outlook, F5 – Awareness and F6 – Profile Variables. Product is the first factor which explains a higher variation of 13.95 per cent in the total variable set. The consumers want to have a product as a whole package whatever they want it must contain in a FMCG. Finally, Digital marketing is infinitely more affordable than traditional offline marketing methods. But one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored.

R. Dharmaragini (2020), “A Study on Impact of E-Marketing on Consumer Behavior Towards Super Market with Special References to Kanyakumari District”, The study concluded that, speed and the extent of information that can be gained from e-marketing there are a number of significant is advantages to this type of marketing those businesses must take. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly -dependent upon technology. It plays an significant role in influencing customer preference and choice towards various brands in super market.

E-marketing

E-marketing can be regarded as to be the equivalent to Digital Marketing. The majority in the industry would look at it this way. Though, sometimes E-marketing is regard to have a wider scope than Internet marketing as it refers to the digital medias like computer, website, sound file etc. Although, it also take account of management of digital customer data and (E-CRM systems) electronic customer relationship management systems.

Objectives of the Study

- To analyse, the impact of digital marketing on the consumer behavior
- To study about the Consumer Preferences of E- Marketing
- To find the Comparison of Gender and Consumer Online Shopping Behaviour

Research Design

The present study is of Descriptive in nature. Sample size selected for the study was 90 respondents in Tirunelveli District of Tamil Nadu State. Convenience sampling technique was adopted in the selection of the respondents. For analyzing the data, Percentages, Garret Ranking and t-test were applied.

Limitations of the Study

- The sample size is very limited and small as compare to the total population of the selected cities. Hence, the outcome of this study could be change if the sample respondent size is large.
- There are various types of ad banners in terms of sizes, shapes, animation, video contents, popups etc. However, this study has been taken in general terms as just online ad banners which make the limitation in the study.

RESULTS AND DISCUSSIONS

Table 1: Demographic Variables of the Respondents

VARIABLES		No of Respondents	Percentage
Age	Upto 25	11	12
	26-35	27	30
	36-45	21	23
	45-55	16	18
	Above 55	15	17
	Total	90	100
Sex	Male	51	57
	Female	39	43
	Total	90	100
Educational Qualification	Upto HSC	19	21
	Graduation	32	36
	Post-Graduation	24	27
	Others	15	17
	Total	90	100
Occupation	Farmer	8	9
	Student	19	21
	Employees	32	36
	Business	16	18
	Others	15	17
	Total	90	100
Income Per Month	Less than 10000	13	14
	10001-20000	16	18
	20001-30000	32	36
	30001-40000	17	19
	Above 40000	12	13
	Total	90	100

Primary data

Table No.1 shows demographics wise distribution of the respondents. It reveals that male respondents are higher than female respondents. Majority of respondents using respondents in the age group of 26-35 and Graduation were high as compared to other Educational groups. Majority of the respondents were Employees and 20001-30000 respondents were high as compared to other Income per Month for respondents.

Table 2: Consumer Preferences of E- Marketing

Consumer Preferences	No of Respondents	Percentage
Time save	63.75	I
Safety and security	60.33	II
Home delivery	59.33	III
Online transaction	59.17	IV
Different types of goods	57.50	V
No Intermediaries	55.00	VI
Easy to access to global markets	51.33	VII

Fixed Price for goods	49.71	VIII
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Primary data

The above table shows that Consumer Preferences of E- Marketing. Time save is the first rank. Other factors like Safety and security, Home delivery, online transaction, Different types of goods, No Intermediaries, Easy to access to global markets and Fixed Price for goods these factors were following rank.

Table 3: Consumer Online Shopping Behavior

NUMBER OF RESPONDENTS												
Statement	Strongly agree		Agree		Neutral		Dis Agree		Strongly Dis agree		Total R	Total %
	R	%	R	%	R	%	R	%	R	%		
Male	12	13	24	27	7	8	6	7	2	2	51	57
Female	9	10	13	14	8	9	5	6	4	4	39	43
Total	21	23	37	41	15	17	11	12	6	7	90	100

Sources: Primary Data

From the above table it can be observed that 23 percentage of the respondents were Strongly agree, 41 percentage of the respondents were agree, 17percentage of the respondents were Neutral, 12 percentage of the respondents were Dis-agree and 7 percentage of the respondents were Strongly Dis-agree.

COMPARISON OF GENDER AND CONSUMER'ONLINE SHOPPING BEHAVIOUR

The t- test is applied to find the Comparison of Gender and Consumer' Online Shopping Behaviour.

Table 4: Calculation of t-test

Factors	Variables	df	Table Value	CalculatedValue	Result
Consumer' Online Shopping Behaviour	Male	178	1.645	-0.1741	Accepted
	Female				

Sources: Computed Data

The above table represents the independent sample t-test. It is clear from the table that the Comparison of gender and Consumer' Online Shopping Behaviour has its calculated value is less than the table value. There is no significance different between namely gender and Comparison of gender and satisfaction level of the respondents. Hence the null hypothesis is accepted.

Findings

- Male respondents are higher than female respondents.
- Majority of respondents using respondents in the age group of 26-35.

- Graduations were high as compared to other Educational groups.
- Majority of the respondents were Employees.
- 20001-30000 respondents were high as compared to other Income per Month for respondents.
- Time save is the first rank compared to other ranks.
- There is no significance different between namely gender and Comparison of gender and satisfaction level of the respondents.

Suggestions of the Study

- The marketers should design their content or message in ad banners in such a way that it should be short, simple, attractive, and relevant.
- Online websites must ensure about the quality of product and they must provide correct information to their customers.

Conclusion

The study concluded that, Time save and the extent of information that can be gained from digital marketing there are a number of significant is advantages to this type of marketing those businesses must take. The technology driven approach of digital marketing leaves certain businesses vulnerable and overly -dependent upon technology. Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. It really plays an important role in modern commerce system. When compared with gender and Consumer Online Shopping Behaviour, There is no significance different between them. So it is accepted.

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