

The Role of Marketing Strategies to Attract Consumers Towards E-Commerce Platform

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Abstract

“Consumer is the sole end and purpose of all production; and the interest of the producer ought to be attended to only so far as it may be necessary for promoting that of the consumer.” -Adam Smith. In today’s world there is a lots of the development of modern technologies and developments made a great impact on the quality, availability and safety of products and goods. A customer who purchases or continuously consumes the goods and Products. The development of electronic transactions includes both e-commerce and e-customers. Internet is changing the way of the customer’s shopping and buying the products and goods, and has increasingly evolved into a global aspect. The study is very relevant because it can give a clear picture of the future of online markets in India and the emerging trends in this particular field. The study also tries to have a comparison of online shopping habits among different age group as well as income group. Even Government institutions have started replacing their paper work. Lots of companies were also use the Internet to progress, communicate the lots of information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Internet is changing the way consumers shop and buys goods and services, and has rapidly evolved into a global phenomenon.

Keywords: Internet, Marketing, Consumer, Commerce, Electronic.

I.INTRODUCTION

Companies use many techniques to provide relevant and engaging content to consumers including offering information of interest, advice, humor, problem solutions, videos and storytelling. One of the key elements in a successfully using Marketing Strategies is to increase the growth of the product. Knowing what goals the company wants to accomplish is essential to making a Content Marketing strategy work. The strategy also makes possible another of the other crucial elements of successful Marketing strategies measurement. This Marketing Strategies requires understanding your target marketing and their interests. It is a key element in Content Marketing that target markets are clearly identified and thoroughly understood. Then material about a specific interest or which solves a particular problem, etc. Relevance to the consumer is key in using Marketing to provide customer value. Customer value can be created by sharing information, information which may sometimes, but is not usually, about the company or its products.

Objectives

The objective of this research study is to investigate the role of marketing strategies towards online consumer behavior, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses' strategies. There are lots of reasons there for the companies to apply marketing strategies solutions. Basically, these reasons are the same as in the case of any other marketing practice. It does not come as a surprise that practically every company aims at winning customers (or maintaining the existing ones) and, as a result, at increasing the sales of its products and services.

Scope

The main purpose of this study is to measure various parameters of customer perception on service characteristics while doing various e-commerce platforms and find various factors to be considered in Marketing Strategies.

- This study will be helpful to some extent in gaining an insight into Customer Perception in Online shopping and factors to be considered for Online Marketing.
- To ensure quality and consistency.
- To create, gather and distribute different marketing strategies.

Nature

In recent years, marketing strategies has become very popular. The growth of technology has made these a part which is mainly used of attract the consumers. The advent of plastic money or the debit /credit card and the smooth access to the World Wide Web has brought the shops from around the world to the desktop. The study is very relevant because it can give a clear picture of the future of e-commerce platforms in India and the emerging trends in this particular field. The various factors that influence the consumers towards ecommerce and its merits and demerits are also dealt with. The study also tries to have a comparison of online shopping habits among different age group as well as income group.

Review of Literature

Jimenez and Martin (2009) examined on the comparison of the difference that exist between the adoption of e-commerce by potential purchase and the acceptance of the channels by experienced e-customer therefore this paper seeks to test the influence of online shopping 22 experience on electronic purchase intention.

Burke, R.R. (2012) Trust is a key factor that determines the success of Business to Consumer (B2C) e-commerce transactions. Previous researchers have identified several critical factors that influence trust in the context of online shopping. This research focuses on available security measures which assure online shoppers safety and great sales promotions and online deals which stimulate customer towards e-commerce.

Hansen and Jensen (2009) conducted a study in which they seek to examine shopping orientation and online clothing purchase across four different gender related purchasing context. A conceptual model for understanding the impact of shopping orientation on consumer online clothing purchase is proposed and tested both in a general setting and across purchasing context.

Johnson et.al (2010) discussed to identify the factors influencing online shopping. This paper seeks to identify web consumer's demographic attitude toward shopping and reasons of online buying behavior. This paper conclude that the consumer appears to value the web time saving over its cost saving. The consumer attitude may change over time, accessibility rather than cost saving.

Chaing and Dholakia (2011) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variables in their study those affects the consumer to purchase online or to go offline. The study revers accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not.

Iyer and Eastmen (2014) found that the population of senior who are more literate, more knowledgeable and who are more aware of the technology and those who have a positive behavior towards online shopping and internet are more into online shopping. rather they are much more interested in offline shopping and the seniors who are more involved in the internet uses more online sites for purchasing the goods over the internet.

Research Methodology

Research Design Is Conceptual structure within which research is undertaken. It constitutes the blue print for collection, measurement and analysis of data.

In this study, the research design used is Descriptive Research. Design in nature as it describes the views, opinion and customer's perception of online shopping.

Nature of the Data

This study used primary data and secondary data.

1. primary data
2. Secondary data

1. Primary data:

Primary data were collected through survey from internet user customer by providing the questionnaire it helps to analysis of online shopping.

2. Secondary data:

Secondary data needed for conducting this research work were collected from books, internet website, and various journals etc.,

Methods of Data Collection

Questionnaire was prepared and circulated to the members to know the methods used for online shopping.

Types of Questions

The following are the type of questions which are used in this research.

1. Multiple choice question:

In this type of question there are more than two options to express the customer.

2. Likert scale questions:

Here the questionnaire was used mainly to test the model proposed for consumer perception towards online shopping. Likert five point scales ranging from Strongly Agree to strongly disagree was used as a basis of Questions.

3. Dichotomous Question

Are simple questions that ask respondents to answer in a YES or NO. After the research design is selected the data collected is through a questionnaire which is designed by covering the objectives of design. Closed ended questionnaire was used for the study. The questions in the questionnaire are in structured format; Direct (or) Structured questionnaire has been designed and used.

Sample Size

The sample size selected for the research is 100 members.

Sample Design

The design is a designate plan determined before any data are actually collected for obtaining a sample from a given population.

Sample Procedure

The sample is selected as per the convenience of the researcher randomly and is convenience sampling

Data Analysis

After Data Have Been collected it has to be analyzed, the data obtained from the data obtain from the questionnaire is arranged in a series order. Then a master copy with tabulation method is being prepared.

Tabulated is a part of the technical procedure when in classified data are put in the form of tables thus obtained were analyzed with such statistical tool like Percentage, Bar diagram and Pie chart

Statistical Tools

➤ **Bar Diagrams**

Simple bar diagram is the simplest of the bar diagrams and is used frequently in practice for the comparative study of two or more items or values of a single variable or a single category of data.

➤ **Pie Diagram**

The comparison of the pie diagram is to be made on the basis of the areas of the circles and various sectors.

➤ **Percentage analysis**

In this research, various percentages are identified in the analysis and they are presented periodically by away of bar diagrams and pie diagrams in order to have better quality.

Percentage = No. of Respondents/Total no. of Respondents x 100

➤ **Chi –Square Test:**

The X² test is one of the simplest and most widely used non-probability test in statistical work. The quality X² describe the magnitude of discrepancy between theory and observation.

Formula:

$$X^2 = \frac{\sum (O-E)^2}{E}$$

E

O – Observed frequency

E – Expected frequency

With (n-1) degrees of freedom

Marketing Strategies And Customer Behaviour Towards E-Commerce Platform					
Particular	Repeated Notify	Instant Purchase	Reg Update	Discount	Total
Online Advertisement	4	11	12	8	35
E-mail Marketing	2	3	5	2	26
Social Media	1	4	7	16	35
Search Engine Optimization	3	1	4	17	41
Total	10	19	28	43	100

H₀ : Is there is no relationship between monthly income and quality of product in online shopping.

H₁ : Is there is a relationship between monthly income and quality of product in online shopping.

Formula:

$$X^2 = \frac{\sum (O-E)^2}{E}$$

Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
4	3.5	0.5	0.25	0.071
11	6.65	4.35	18.92	2.845
12	9.8	2.2	4.84	0.493
8	15.05	-7.05	49.70	3.302
2	1.2	0.8	0.64	0.533
3	2.28	0.72	0.518	0.227
5	3.36	1.64	2.68	1.797
2	5.16	-3.16	9.98	1.934
1	2.8	-1.8	3.24	1.157
4	5.32	-1.32	1.74	0.327
7	7.84	-0.84	0.705	0.089
16	12.04	3.96	15.68	1.302
3	2.5	0.5	0.25	0.1
1	4.75	-3.75	14.06	2.96
4	8	-3	9	1.285
17	10.75	6.25	39.06	3.633
			TOTAL	26.1972

r= no.of.Rows

c= no.of.Column

Degrees of freedom

$$\begin{aligned}
 V &= (r-1) (c-1) \\
 &= (4-1) (5-1) \\
 &= (3) (3) \\
 V &= 9
 \end{aligned}$$

Degrees of freedom at 5% level of significance is 21.0

Therefore

Calculated Value > Table Value

$$26.1972 > 21.0$$

Here, the calculated value χ^2 (26.1972) is more than the table value of (21.0). Hence there is a relationship between marketing strategies and attraction of consumer in e-commerce

Finding And Suggestion

Finding:

- The majority of 41% of the respondent were the age group of 26-40.
- 59% of the respondents were male.
- 74% of the respondents were visit e-commerce platform by seeing ads.
- 29% of the respondent were visiting the e-commerce for buying the electronic items.

- The final result for the findings achieved the use of marketing strategies in e-commerce platform.

Suggestion:

The marketing strategies played an important role in e-commerce platform appropriateness of the use of marketing strategies were high and Chi-Square analysis improved the quality of this learning.

II. CONCLUSION

By demonstrating the importance of the "People-Product-Place" marketing approach, the favorable effects of perceived e-commerce anchor qualities, perceived scarcity, and immersion on impulsive purchase behavior, and the role that effective marketing plays in inciting impulsive purchases. Here, marketing strategies that favorably impact consumer behavior are evident from the aforementioned outcome. We create a more accountable and trustworthy marketing environment that builds real connections and reaches the target audience by integrating ethics into our marketing choices and communications.

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