A Study on Customer Perception towards Online Marketing in Chengalpattu Town

Dr. K. Murugan

Assistant Professor in Commerce, Sri Sankara Arts and Science College, Kancheepuram.

ABSTRACT

The growing use of the Internet in chengalpattu metropolis provides varied opportunities for online shopping from both patron and supplier attitude. If Electronic entrepreneurs (E-Marketers) realize the elements affecting online chengalpattu city behavior, the relationships among those factors and the type of online consumers, they can besides broaden their marketing techniques to transform potential customers into energetic buyers while retaining its original consumer base. This takes a look at makes a specialty of the elements which online shoppers take into attention at the same time as purchasing online. This research will help in finding the effect of e-marketplace on clients' buying patterns and how their protection and private ness worries approximately online marketing affects their online buying behavior. The have a look at will besides embodying the various necessary inputs to equip the entrepreneurs for creating online marketing extra lucrative and assured utilizing including price to the present offerings.

Keywords: E-Commerce, Online Consumer Behavior, Consumer Perception, Customer Relationship.

I. INTRODUCTION

Marketing is carried out with the intent of reaching out to a maximum number of people in exchange of minimum cost. When Internet was still in its formative years, marketing people used to depend on traditional media such as television, radio, handbills, billboards, newspapers, and magazines.

Today, the Internet is premium source for promoting your business. There has been a rapid rise in the number of internet users since last few years. Thus Internet is the lucrative place to promote the business.

1.1 WHAT IS MARKETING

As defined by the American Marketing Association, "marketing is the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offers that have value for customers, clients, partners, and society at large".

Marketing changes the perspective of a person. There are two approaches of marketing:

- Traditional marketing
- Online marketing

1.2 DIFFERENCE BETWEEN TRADITIONAL AND ONLINE MARKETING

TRADITIONAL MARKETING	ONLINE MARKETING
It is difficult to measure. You cannot know how many people read your advertise and how many took favourable action upon viewing it.	It is measurable. You can know the number of people who viewed the online advertise, and the number of ones who purchased the product.
It is not cost-effective.	It is more cost-effective.
It is not so good for brand building.	It is fast and efficient for brand building.
In some way, it interrupts regular activities of users such as television advertises interrupt the program you are watching, billboards divert focus of the driver, etc.	It is not interrupting. The user can attend online advertises as per his/her convenience and preferences.
It may leave users' queries unanswered as printing or narrating complete information about the product or service may not be always feasible.	It can provide maximum information about the product or service, offers, and transactions.

The goal of traditional marketing and online marketing are same − To attract and drive visitors of advertise to buy the product thereby increasing the business profit. Let us see the difference between two approaches now

Online marketing is widely practiced strategy of advertising or promoting sales and name of the business. Wise use of the online marketing strategies can take the business to unprecedented levels of success.

1.3 COMPONENTS OF ONLINE MARKETING

Online marketing has various components as shown in the illustration below −

Here in this tutorial, we will provide an insight into each of these components one by one in detail.

Online marketing can deliver benefits such as:

- Growth in potential
- Reduced expenses
- Elegant communications
- Better control
- Improved customer service
- Competitive advantage

II. REVIEW OF LITREATURE

- **Rajeev Kamineni (2004)** in his study finds that 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 direction. This study is of a very exploratory nature and it intends to establish the differences between several web-based shoppers from different parts of the world. Several critical factors associated with online shopping behavior have been explored. A cross cultural dataset has been collected and an illustrative description of the shoppers has been provided. As a final step the cross cultural differences between several shoppers explored.
- **ArchanaShrivastava, UjwalLanjewar, (2011)** in online buying, the rate of diffusion and adoption of the online buying amongst consumers is still relatively low in India.

In view of above problem an empirical study of online buying behavior was undertaken. Based on literature review, four predominant psychographic parameters namely attitude, motivation, personality and trust were studied with respect to online buying. The online buying decision process models 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 Behavioral Business Intelligence framework with a cohesive view of online buyer behavior. For better understanding the factors of internet and consumer shopping behaviors' towards internet shopping, this chapter would provide academic research reviews and relative ideas expressed in the literature that associated with this subject. Furthermore, a number of hypotheses will be tested to answer the research questions that mentioned already in the introduction. Due to the recent research shows that internet shopping becomes a full and effective business model (Black, 2005), therefore there are several studies that already investigated more or less related on internet shopping and consumer behavior. In the following chapter, some point of view will be taken from literatures, and needs careful review to achieve them as the basis of the subsequent search investigation.

- **J. SINHA 2010** The number of people engaged in various online activities is increasing every day. While the number of online shoppers is increasing, it is not proportional to that of brick-and-mortar shoppers. Research has tried to explain the dismal performance of online shopping as compared to the physical shopping format. Reasons for the lower level of Internet sales have been cited as being perceived risk in carrying out an online transaction, socio-psychological factors (Like - influence of friends and relatives) and infrastructural limitations (Availability of Internet, computers, credit-cards, cyber laws etc.). Under the purview of a fore mentioned factors this study tried understanding the online shopping behavior of Indian consumers. Socio-psychological factors and infrastructure have been found influential factors while the perceived risk surprisingly is not significant as a whole but at gender level there was significant difference between the online behavior of male and female due to risk perception.

- **Burke, R.R. (2002),** 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 customers to shop online.

- **Abel Stephen (2003)** in his paper represents the findings of research studies that address e-commerce design and associated consumer behavior. The innovation of e-commerce has affected not only the market place through the facilitation of the exchange of goods and services, but also human behavior in response to the mechanisms of online services. Researchers have identified and hypothesized on relevant subject matters ranging from Web

usability, marketing channels and other factors influencing online buying behavior. Though researchers have focused on what appear different aspects of online buying behavior, their studies may be shown to be interrelated and interdependent, even to the extent of revealing constructs upon which e-commerce, in terms of future design and research, could be built.

- **Balasubramanian, S., Konana, P. and Menon, N.M. (2003),** In this environment, some traditional service quality dimensions that determine customer satisfaction, such as the Physical appearance of facilities, employees, and equipment, and employee's responsiveness and empathy are unobservable. In contrast, trust may play a central role here in enhancing customer satisfaction. Model trust as an endogenously formed entity that ultimately impacts customer satisfaction and we elucidate the linkages between trust and other factors related to the performance of the online service provider and to the service environment.

2.1 CUSTOMER PERCEPTION MEANING

Customer perception plays a vital role in a company's ability to attract new customers and to retain existing customers. The good news is that companies have the ability to control many of the factors that build an individual's perception of the company/brand.

2.2 CUSTOMER PERCEPTION DEFINITION

The formal definition of customer perception is, "A marketing concept that encompasses a customer's impression, awareness and/or consciousness about a company or its offerings."

To put it simply, customer perception is what your customers and potential customers think of your organization. This perception directly impacts the attraction of new customers and the capacity to maintain good relationships with current customers.

2.3 WHY IS CUSTOMER PERCEPTION IMPORTANT?

In today's digital age, virtually everything is a Google search away. This makes your goods and services easier to find, but the tradeoff is that your competition is easier to find as well. That means it's easier for unhappy or unsatisfied customers to leave.

Consumers want good quality, but they also want to know they are getting good value. That value isn't just judged by the product or service they are purchasing, but by the availability and usability of the customer service that supports it.

It's just not enough anymore to have brand recognition; consumers want to feel good about a brand and company. They want to do business with civic-minded corporations with positive world views.

2.4 WHAT INFLUENCES CUSTOMER PERCEPTION?

Knowing first what influences customer perception allows you to secure your organization's perceived identity .Some factors that influence individual's perceptions include:

- **Advertising** – The campaigns your company runs offer implied perceptions about your products. What you say about your brand/company and the messages you deliver help others form opinions.
- **Influencers** – The people that surround an individual have a massive impact on their decisions. Whether they be in person or via social media, human nature is such that individuals listen to the opinions and thoughts of those around them.
- **Personal experience** – This is the biggest of all factors that weigh in to customer perception. If someone has experienced firsthand the quality of a product or service or the responsiveness and usefulness of a customer service channel, it will positively or negatively impact their perception

2.5 ONLINE MARKETING TOOLS
1. EMAIL MARKETING

I**t** is a bit on the pricey side, but it's a powerful tool. Its best features are its automation features, which make it insanely effective for marketing campaigns. My delivery rates with Infusion Soft have been excellent!

2. CONTENT MARKETING

IT allows you to find the most shared content on certain topics or websites. You also can filter the lists according to type of content (e.g., info graphics, blogs). Buzzsumo's advanced features, such as "influencers" and "monitoring," are powerful ways to get ahead of the competition.

3. SEO (SALES EXCUITVE OFFCICER)

Every marketer needs to understand SEO. Ahrefs makes this job simple and straightforward. You can track keyword performance, measure your social metrics, perform back link analysis, analyze your content, explore trending content, measure your keyword positions and do keyword research. It's a robust all-in-one SEO tool that will put you on the path to outrank your competitors.

4. SOCIAL MEDIA

Buffer is social media automation tool. You can schedule updates for Face book, Twitter, Google+, Face book and LinkedIn. With a handy browser extension (click to schedule an update), mobile app, calendar, link shortening, optimal timing and social analytics, it's hard to beat.

5. MARKETING SCHEDULE

IT helps you plan your marketing, organize your campaigns, plan your content and get ahead. Marketing needs to be organized and so does scheduling. It's not enough to simply create content and make updates. Co Schedule helps to streamline the process. Its integration with Chrome, Word press, Google Docs and Ever note makes the process even easier.

AMAZON

This website needs no introduction, it is literally the king of marketplaces. By adding new options every day, it is getting better. Name it and they have it, be it household products, electronics, clothing, books, furniture, etc. For some of its products, Amazon offers same day or one-day delivery. Recently, it launched 'Amazon Go' that delivers grocery to your doorstep. It doesn't get better than this. This is a strong contender to every other site in the list for best online shopping sites India has to offer right now.

TABLE SHOW AGE OF RESPONDENTS

S.NO	AGE	NO.OF RESPONDS	PERCENTAGE
1	Below 18 years	18	18
2	18-30 years	44	44
3	30-40 years	23	23
4	Above40 years	15	15
Total		**100**	**100**

2.6 INTERPERTATION

The above table shows that out of 100 represents, 18(18%) respondent are below 18 - 30 years old, 44(44%) respondent are in between 30-40 years old, 23(23%) respondent are in between above 40 years old rest 15 (15%) respondent. So that majority of respondent are in 18-30 age group of peoples.

TABLE SHOW AGE OF RESPONDENTS
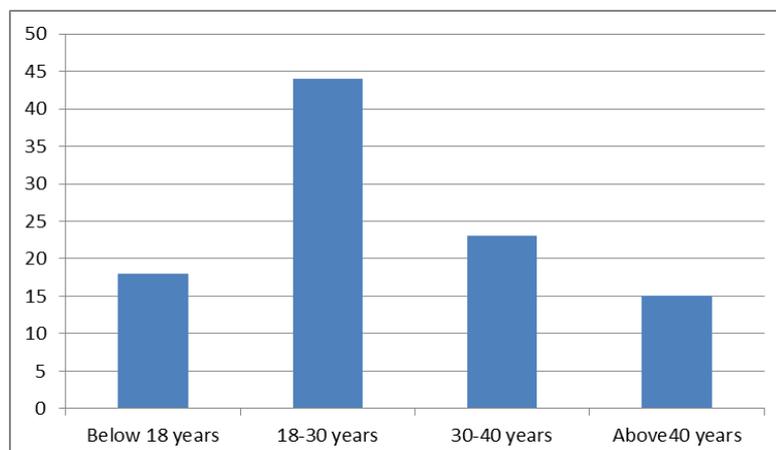
III. FINDINGS AND SUGGESTIONS

FINDINGS

44 of respondent are in between 30-40 years old, 23 of respondent are in between above 40 years old. So that majority of respondent are in 18-30 age group of peoples.

SUGGESTIONS

- In online marketing most of the customers willing to buy, electronic gadgets. In that view the company provide good and quality electronic goods to the consumers.
- Majority of the consumers have trust on online marketing. So the consumers are advised to purchase in online shopping, and enjoy the features.
- Late delivery plays important barriers in online marketing. So the companies are suggested to deliver the product on time to the customers, to fulfill the consumer expectation.
- It is found that the majority of the consumers are satisfied in online marketing. So the non-users also try to purchase in future.

IV. CONCLUSION

It is clear from the overview of internet and internet shopping development that e-commerce is being used in many corporations due to the dramatic development of technology and competitive advantages of web selling. Moreover, the expansions of the usage by individuals became main contributors to the development of internet shopping. Relatively few studies have investigated in the internet shopping and impact on consumer behaviour. The previous studies are more focus on the marker's point of view, such as how to establish a more efficient marketing channel online rather than traditional offline channel. Therefore, this research will combines with previous studies from literature reviews, and focus on the impact of the internet shopping on consumer behaviours to find out a comprehensive analytical framework which showing the essential ingredient of marketing and business to satisfying the consumer's needs, and a deeply understanding of online consumer behavior as a reference for any e-commerce company to make marketing strategies.

V. REFERENCE

1) Dolatabadi, H. R., & Poursaeedi, A. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. International Journal of Marketing Studies, 4 (5), 81-98.2.
2) Kannaiah, D. (2015). Consumers' Perception on Online Shopping. Journal of Marketing and Consumer Research, 13, 14-20.3.
3) Khitoliya, P. (2014). Customers Attitude and Perception towards Online Shopping. Indian journal of research, 3 (6), 18-21.