

# A STUDY ON BUYER BEHAVIOUR AND UTILITY OF ONLINE MARKETING OF YOUTH

Mr. M.ROBINSON , S.MUTHU KAMATCHI

*Department of Management Studies,*

*Anna University BIT Campus,*

*Tiruchirappalli*

## ABSTRACT

*This paper describes the buyer behavior and satisfaction level on online marketing. The study explains the factor which influences the buying behavior and the criteria which satisfies the customer as well as consumer. This paper seeks to work out on those variables which include pricing, variety of products, service quality, security and convenience. These factors vary from person to person. Though the number of internet users have been increased, still the process of online marketing could not be able to meet out the satisfaction level of the consumer. Therefore, the target of this study was to compare these variables based on its impact on Online Marketing.*

**Keywords:** *Online Marketing, Satisfaction, Buying Behavior.*

---

## INTRODUCTION:

Online marketing in the process of selling goods and services over the internet. The emergence of the world wide web plays a vital role in online marketing, people use online marketing to purchase goods and services, gather information related to the product or even browse for enjoyment or to vail away the time. The online marketing has gained its popularity via technological up gradation.

In the past decades, their occurs lot of changes in the buying behavior of the consumers. Due to rapid globalization, all types of commodities and services are available on the electronic mode of marketing. The online marketing overcomes the traditional marketing by producing lot of varieties and availability of much supplier.

## LITERATURE REVIEW:

- **Timo Koivumaki (2010)**, conducted this study to determine the relationship between shopping experience and the amount of purchases made by the customers.
- **P. Jayasubramanian, D. Sivasakthi, Ananthi Priya K (2015)**, proceeded this study is to identify the factors that may influence customer's online shopping satisfaction. Since, the success of online shopping depends on the satisfaction attained by the customer during their purchase.
- **Jenyo Gabriel K. and Soyoye Kolapo M. (2015)**, focused this study to understand that, how far the functionality of the infrastructure of the internet and the internet security issues impact consumers' decision in purchasing a product. This study reveals that there is a significant relationship between these two factors (i.e., one variable influences the other).
- **Rashed Al Karim (2013)**, endeavours the study to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes. The result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping.
- **Dr. M. V. Sathiya Bama\* & M. Ragaprabha(2016)**, carried out this study to measures the extent of satisfaction on online shopping, factors influencing buying behavior and preferred online websites. The study also reveals that the various problems faced while doing online shopping and suggestions also given to overcome those problems i.e., The government should organize classes with the support of NGOs to teach the technical knowledge to the people in the study area.

## ONLINE MARKETING:

Marketing is the process of promoting the products or services through any medium, whereas online marketing is the process of promoting the products and services over Internet using Web Browser. It is also known as Internet-Marketing, Digital-Marketing, Web-Marketing and Search

Engine-Marketing. The process of marketing through electronic mode replaces the Traditional way of marketing i.e., Electronic commerce.

Nowadays, Online shopping is the fast growing phenomenon. The customers and consumers for online marketing has been increased drastically. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. In online marketing, shopping can be done at anytime and anywhere based on their preferences.

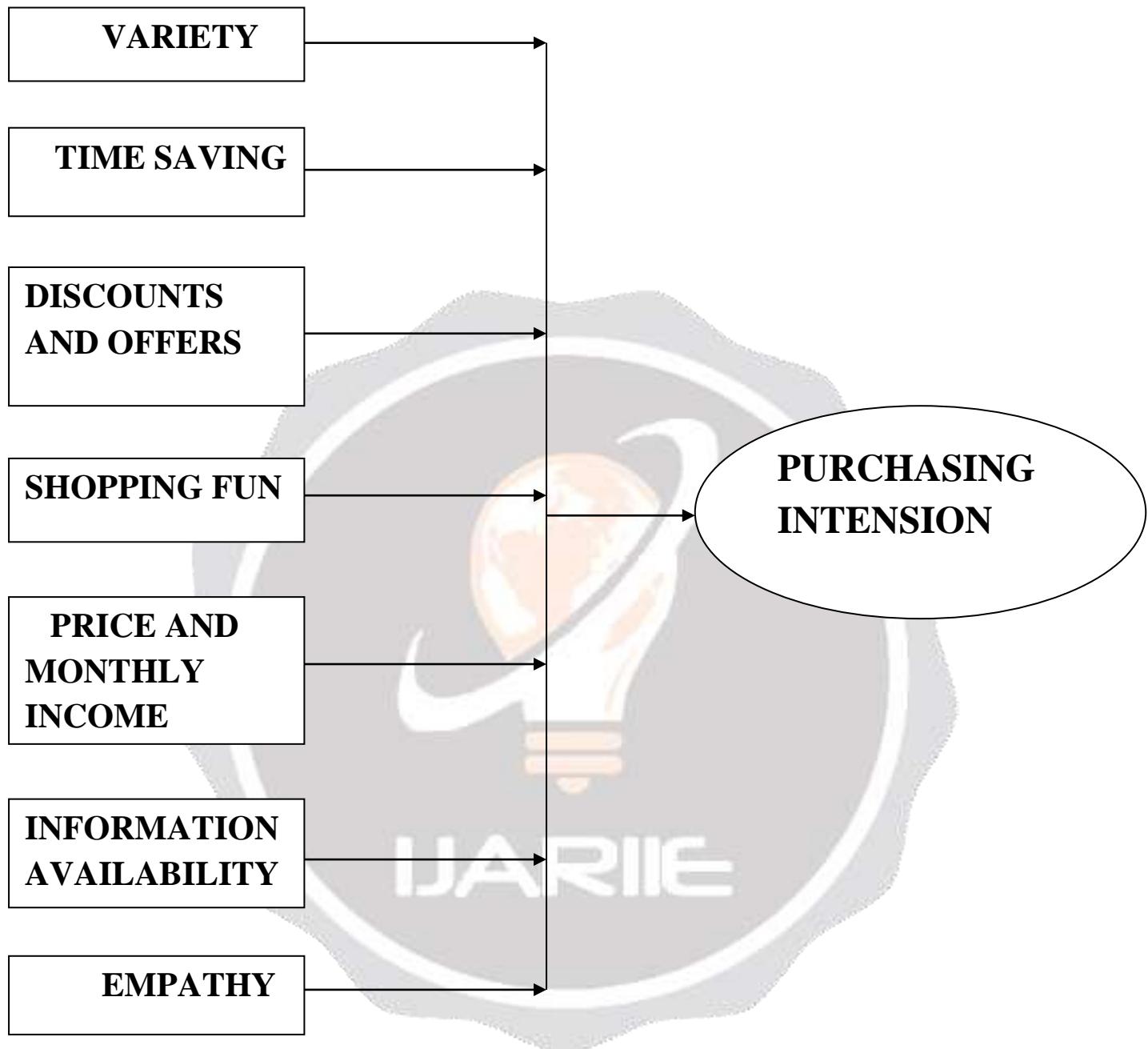
## **BUYER BEHAVIOUR:**

It is the step-by-step process accomplished by several factors, which induces the buying behavior of the individual. Behavior is simply the act of individuals, which are directly involved in making decisions to spend their available resources in obtaining or using the goods and services. Consumer buying behavior is considered as an inseparable part of an marketing process. It varies from one individual to another.

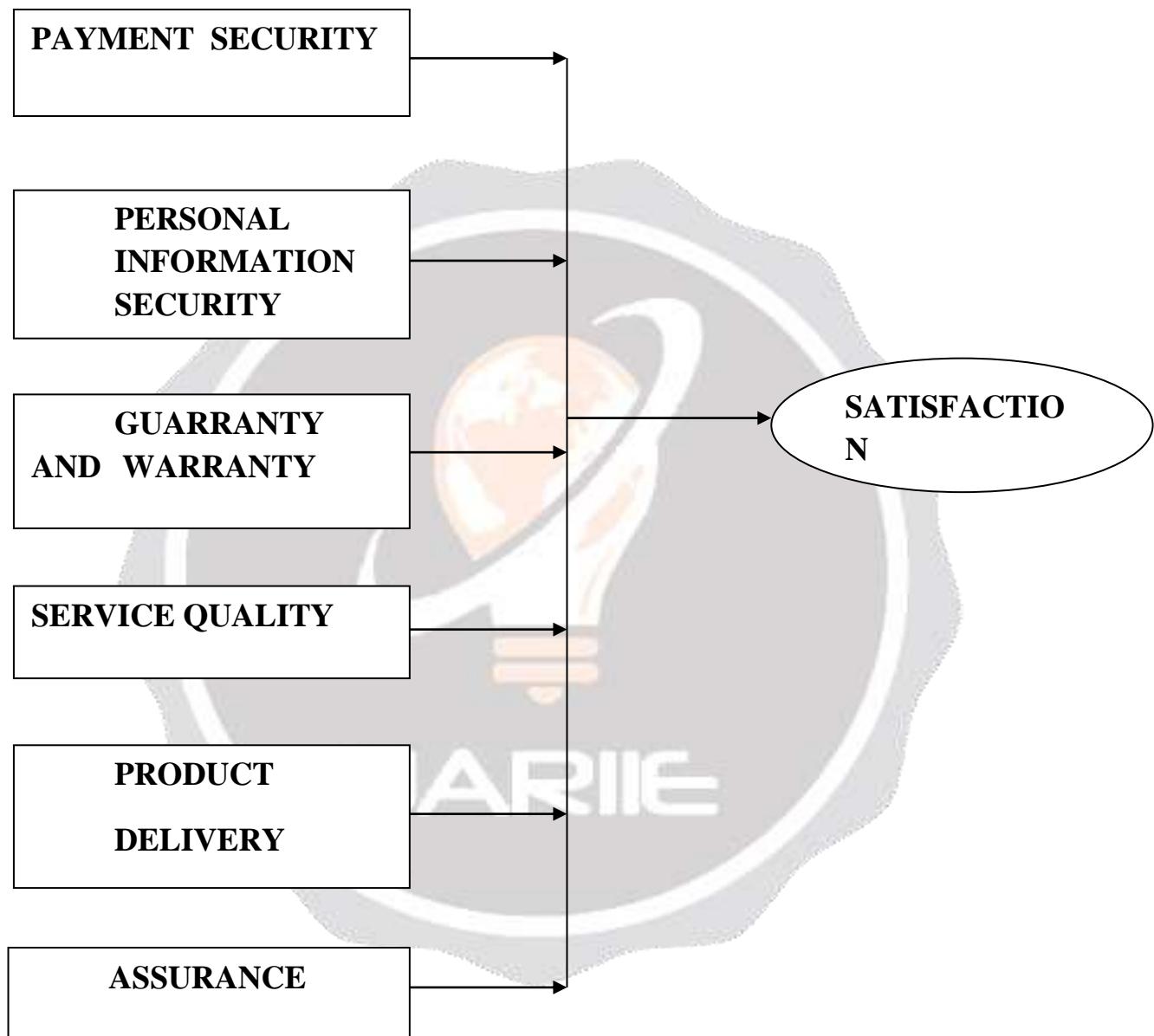
## **SATISFACTION:**

Satisfaction is a measure of how products and services supplied by a company meet with the customer expectations. Customer satisfaction is measured as the ratings provided by the customers or the percentage of the number of customers. It has the major influence over the buying behavior of online marketing.

## **FACTORS INFLUENCING THE BUYER BEHAVIOR:**



## FACTORS INFLUENCING THE SATISFACTION OF ONLINE MARKETING:



## RESEARCH METHODOLOGY

Research methods or a technique refers to the researchers use in performing research operations. It can be those methods concerned with the data collection and analysis.

Research methodology is a systematic way of analysis applied to a field of study.

Primary data can be collected by means of questionnaire and through journals.

## RESEARCH DESIGN

“The formidable problem that follows the task of designing the research problem is the preparation of design of the research project is known as research design.” (KOTHARI)

- The study is undergone with research design of descriptive analysis.
- The analysis is made with the chi square test in SPSS

## SAMPLING TECHNIQUE

The study is proceeded with non- probability sampling in which convenient sampling technique is been used.

The sample size taken for the study is 30, from the youth living in Trichy

## HYPOTHESIS STATEMENT

- Age has associated with the amount spent usually in online shopping.
- Gender has associated with the type of the commodity they purchase.
- Marital status has associated with the influence of family over their buying behavior.
- Education level has associated with the process of verifying the refunding of money and product returns.
- Occupation has associated with the influence of income over their purchase.

## HYPOTHESIS FRAMEWORK :

### HYPOTHESIS 1

- H<sub>0</sub> (Null Hypothesis): There is no significant association between Age and the amount spent usually in online shopping.
- H<sub>1</sub> (Alternative Hypothesis): There is significant association between Age and the amount spent usually in online shopping.

**Age \* Howmuch Crosstabulation**

			Howmuch			Total
			below500	500-1000	above 1000	
Age	15-18 years	Count	0	1	1	2
		Expected Count	.1	1.1	.7	2.0
	19-22 years	Count	1	9	5	15
		Expected Count	1.0	8.5	5.5	15.0
	23-25 years	Count	1	6	2	9
		Expected Count	.6	5.1	3.3	9.0
	26-29 years	Count	0	0	1	1
		Expected Count	.1	.6	.4	1.0
	30-32 years	Count	0	1	2	3
		Expected Count	.2	1.7	1.1	3.0
	Total	Count	2	17	11	30
		Expected Count	2.0	17.0	11.0	30.0

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	4.210 <sup>a</sup>	8	.838	.933 <sup>b</sup>	.844	1.000			
Likelihood Ratio	4.751	8	.784	.933 <sup>b</sup>	.844	1.000			
Fisher's Exact Test	6.476			.933 <sup>b</sup>	.844	1.000			
Linear-by-Linear Association	.610 <sup>c</sup>	1	.435	.500 <sup>b</sup>	.321	.679	.233 <sup>b</sup>	.082	.385
N of Valid Cases	30								

- H<sub>0</sub> is Accepted and H<sub>1</sub> is Rejected, which indicates that there is no significant association between Age and the amount spent usually in online shopping.

## HYPOTHESIS 2

- H0 (Null Hypothesis): There is no significant association between gender and type of the commodity they purchase.
- H1 (Alternative Hypothesis): There is significant association between gender and type of the commodity they purchase.

**Crosstab**

			Type of commodity					Total	
			apparels	electronics	home appliances	4.00	5.00		
Gender	male	Count	5	7	3	0	1	16	
		Expected Count	6.4	4.8	3.7	.5	.5	16.0	
	female	Count	7	2	4	1	0	14	
		Expected Count	5.6	4.2	3.3	.5	.5	14.0	
Total		Count	12	9	7	1	1	30	
		Expected Count	12.0	9.0	7.0	1.0	1.0	30.0	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	5.143 <sup>a</sup>	4	.273	.333 <sup>b</sup>	.165	.502			
Likelihood Ratio	6.059	4	.195	.300 <sup>b</sup>	.136	.464			
Fisher's Exact Test	4.948			.333 <sup>b</sup>	.165	.502			
Linear-by-Linear Association	.121 <sup>c</sup>	1	.728	.867 <sup>b</sup>	.745	.988	.600 <sup>b</sup>	.425	.775
N of Valid Cases	30								

- H0 is Accepted and H1 is Rejected, which indicates that there is no significant association between gender and type of the commodity they purchase.

### HYPOTHESIS 3

- H0 (Null Hypothesis): There is no significant association between marital status and the influence of family over their buying behavior.
- H1 (Alternative Hypothesis): There is significant association between marital status and the influence of family over their buying behavior.

Crosstab

			Influence of families					Total	
			strongly non-influential	non-influential	neutrally influential	influential	strongly influential		
Maritalstatus	married	Count	0	0	1	3	3	7	
		Expected Count	.7	1.2	1.4	2.6	1.2	7.0	
	unmarried	Count	2	5	5	8	2	22	
		Expected Count	2.2	3.7	4.4	8.1	3.7	22.0	
	3.00	Count	1	0	0	0	0	1	
		Expected Count	.1	.2	.2	.4	.2	1.0	
Total		Count	3	5	6	11	5	30	
		Expected Count	3.0	5.0	6.0	11.0	5.0	30.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	15.278 <sup>a</sup>	8	.054	.033 <sup>b</sup>	.000	.098			
Likelihood Ratio	11.976	8	.152	.067 <sup>b</sup>	.000	.156			
Fisher's Exact Test	10.478			.067 <sup>b</sup>	.000	.156			
Linear-by-Linear Association	7.734 <sup>c</sup>	1	.005	.000 <sup>b</sup>	.000	.095	.000 <sup>b</sup>	.000	.095
N of Valid Cases	30								

- H0 is Accepted and H1 is Rejected, which indicates that there is no significant association between marital status and the influence of family over their buying behavior.

## HYPOTHESIS 4

- H0 (Null Hypothesis): There is no significant association between education level and the process of verifying the refunding of money and product returns.
- H1 (Alternative Hypothesis): There is significant association between education level and the process of verifying the refunding of money and product returns.

Crosstab

			Productreturn					Total	
			poor	fair	good	very good	excellent		
Educationallevel	HSC	Count	0	0	1	1	0	2	
		Expected Count	.3	.5	.7	.4	.1	2.0	
	UG	Count	2	2	3	0	0	7	
		Expected Count	1.2	1.6	2.6	1.4	.2	7.0	
	PG	Count	1	3	5	1	0	10	
		Expected Count	1.7	2.3	3.7	2.0	.3	10.0	
	professional	Count	2	1	2	4	1	10	
		Expected Count	1.7	2.3	3.7	2.0	.3	10.0	
	others	Count	0	1	0	0	0	1	
		Expected Count	.2	.2	.4	.2	.0	1.0	
Total		Count	5	7	11	6	1	30	
		Expected Count	5.0	7.0	11.0	6.0	1.0	30.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	14.228 <sup>a</sup>	16	.582	.600 <sup>b</sup>	.425	.775			
Likelihood Ratio	15.820	16	.466	.467 <sup>b</sup>	.288	.645			
Fisher's Exact Test	16.583			.433 <sup>b</sup>	.256	.611			
Linear-by-Linear Association	.318 <sup>c</sup>	1	.573	.600 <sup>b</sup>	.425	.775	.300 <sup>b</sup>	.136	.464
N of Valid Cases	30								

- H0 is Accepted and H1 is Rejected, which indicates that there is no significant association between education level and the process of verifying the refunding of money and product returns.

## HYPOTHESIS 5

- H0 (Null Hypothesis): There is no significant association between occupation and the influence of income over their purchase.
- H1 (Alternative Hypothesis): There is significant association between occupation and the influence of income over their purchase.

Crosstab

			Influenceofincome						Total
			strongly non-influential	non-influential	neutrally influential	influential	strongly influential	12.00	
Occupation	govt.employee	Count	0	0	2	0	0	0	2
		Expected Count	.2	.4	.4	.3	.6	.1	2.0
	private employee	Count	0	2	1	0	7	0	10
		Expected Count	1.0	2.0	2.0	1.7	3.0	.3	10.0
	student	Count	3	3	3	4	1	0	14
		Expected Count	1.4	2.8	2.8	2.3	4.2	.5	14.0
	others	Count	0	1	0	1	1	1	4
		Expected Count	.4	.8	.8	.7	1.2	.1	4.0
Total	Count	3	6	6	5	9	1	30	
	Expected Count	3.0	6.0	6.0	5.0	9.0	1.0	30.0	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Monte Carlo Sig. (2-sided)			Monte Carlo Sig. (1-sided)		
				Sig.	95% Confidence Interval		Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound		Lower Bound	Upper Bound
Pearson Chi-Square	29.869 <sup>a</sup>	15	.012	.000 <sup>b</sup>	.000	.095			
Likelihood Ratio	28.679	15	.018	.000 <sup>b</sup>	.000	.095			
Fisher's Exact Test	22.921			.000 <sup>b</sup>	.000	.095			
Linear-by-Linear Association	.014 <sup>c</sup>	1	.906	.900 <sup>b</sup>	.793	1.000	.467 <sup>b</sup>	.288	.645
N of Valid Cases	30								

- H0 is Rejected and H1 is Accepted , which indicates that there is significant association between occupation and the influence of income over their purchase.

## **CONCLUSION:**

The study pointed out that the concept of online marketing and defines the factors which influences the buying behavior of the customers towards online shopping and the factors which determines the satisfaction level of the customers in online marketing. The study reveals that the buying behavior and the satisfaction on online shopping varies from one individual to the other.

## **BIBLOGRAPHY:**

- P.Jayasubramanian, D.Sivasakthi, Ananthi priya k (2015), a study on customer satisfaction towards online shopping, *international journal of applied research*.
- Jenyo Gabriel k. And Soyoye kolapo M.(2015), online marketing and consumer purchase behaviour: a study of Nigerian firms, *British journal of marketing studies*.
- Rashed al Karim (2013), customer satisfaction in online shopping: a study into the reasons for motivations and inhibitions, *iosr journal of business and management*.
- Taweerat Jiradilok, Settapong Malisawan, Navneet Nadan, and Jesada Sivaraks (2014), the impact of customer satisfaction on online Purchasing: A case study analysis in Thailand, *journal of economics, business and management*
- Dr. M. V. Sathiya Bama\* & M. Ragaprabha (2016), satisfaction on online shopping - a study with special reference to Pollachi Taluk, *international journal of multidisciplinary research and modern education (IJMRME)*
- Kothari, c. R. *Research methodology*.