

A Study on Current Trends in Internet marketing towards online shopping With Special Reference to Coimbatore City

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ABSTRACT

Internet Marketing in its simplest terms refers to the marketing and selling of goods and services using the Internet as the sales and distribution medium. What started as a cottage industry in the early nineties has mushroomed into a global multibillion-dollar industry that has been embraced by industrial giants such as Microsoft and General Electric. The Internet has reduced the world into a global village, has made distance irrelevant and time zones little more than an inconvenience. Businesses in the remote parts of India can easily service clients in the bright cities of America, while goods produced in China are sold to consumers in all parts of the world this study covered most of the respondents comes under male categories and most them purchases offer time purchases decision making is his own decision and most of the respondents feel to durability of product purchased and after ordering product delivery is feel to very quickly after that service also better service provider to sellers and there is very low level categories respondents only getting a duplications product and un less quality of product and customers service related issues.

Introduction

Internet Marketing in its simplest terms refers to the marketing and selling of goods and services using the Internet as the sales and distribution medium. What started as a cottage industry in the early nineties has mushroomed into a global multibillion-dollar industry that has been embraced by industrial giants such as Microsoft and General Electric. The Internet has reduced the world into a global village, has made distance irrelevant and time zones little more than an inconvenience. Businesses in the remote parts of India can easily service clients in the bright cities of America, while goods produced in China are sold to consumers in all parts of the world. The Internet has made all this possible and made Internet Marketing a reality. Internet Marketing offers anybody over a certain age with access to a computer and access to an Internet connection, the opportunity to go into business for themselves with little or no start-up costs. There are two main ways to conduct business over the Internet. You could either sell your own products and services, in which case you will be doing business as a merchant. Many people though, have neither the time nor resources to create and offer their own products or services. Fortunately for this large group of people they can still earn significant sums of money as affiliates. Affiliates are Internet Marketers who are actually middlemen or women. They will typically have a website of their own, and on this website they will promote or review a product or service that is provided by a third party (the merchant). Affiliates earn money by joining the affiliate programs of merchants, and earn commissions when visitors to their websites go to the merchant's website by clicking on either a textual or graphical link strategically placed on the affiliate's website. In the brick and mortar world, businesses only make profits when they make sale they only make sales when they have customers and clients... which they only get when they have prospects. It all starts with prospects. It is the same with Internet Marketing.

Statement of the problem

The study on current trends in internet marketing towards online purchasing is aimed to know how the customer are, what they want, how they use and react to the product. This study also helps to know how various internet marketing variables such as price, product features, advertising messages and corporate image affect the buyer. The study on internet marketing reveals to the management about the taste, preference and choice of different people and so on. This study will help to gain knowledge about the online shopping. In this context, the researcher felt that it is suitable to study the market condition of internet marketing and online purchase. This study will help to gain

knowledge on issues such as the primary factors influencing online shopping, buying opinion and ideas of customers about the internet marketing.

Scope of the study

This study aims in assessing the internet marketing towards online shopping. This study also covers the customer's opinion about the online shopping in Coimbatore city. A cut- throat is existing in market to complete one product to another product. In this juncture an attempt was made to study the role of current trends in online marketing to fulfill the needs and wants of the customers' and to what extent the products is concentrating on quality, quantity, price, level of satisfaction, problem faced by the customers.

Objective of the study

- To Study on Respondents Socio-Economic Status.
- To Study on Respondents Satisfaction level of online shopping.
- To find out the various problems faced by the Respondents.

Limitation of the study

- The study was purely based on the information given by there were using only online shopping.
- The customers were reluctant in answering the questions pertaining.
- Generalization cannot be made as the sample size was confined to 100 respondents only.
- In the dynamic world, where the needs and wants of the people are changing, the level of Satisfaction given in the study is not permanent.

Research Methodology

Research Design: It is purely and simply the frame work on plan for the study is that guides the collection and analysis of data. The research design used here is the exploratory research design. Exploratory research is most commonly unstructured, "informal" research that is undertaken to gain background information about the general nature of the research problem.

Data collection

Primary data

The primary data are those which are collected a fresh and for the first time and thus happen to be original in character. There are several methods of collecting primary data in surveys and descriptive researches.

Secondary data

Besides the primary data, secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose from the library to facilities proper understanding of the conceptual frame work and profile of the product and study area.

Sample Size

It refers to the number of items to be selected from the universe to constitute a sample here the sample size is 100 respondents.

Area of the Study

The area of the study refers to Coimbatore City.

Tools Used

I. Simple Percentage

The frequency distribution (Descriptive/ percentage analysis) of the variables were calculated with the help of simple percentage, by writing the $f_a = f/n \times 100$, f denotes the number of respondents, and n denotes the total number of sample population.

II Chi square

Cross tabulation and Chi square:

The cross tabulation procedures form the basis for two way and measure the association for two – way tables. In this it forms an association between the factors of demographics and the selected factors.

Review of Literature

The Online Purchasing Process - Many studies frequently mention that there is a vast amount of window shopping taking place online but the number or the rate of surfers who turn into purchasers or regular buyers are very low (Mayer, 2015; Betts, 2015; Oliver, 2015). This might happen because of the lack of consumer intention to purchase an offering from the online environment at the outset. It might also happen because of various problems that arise during online shopping driving the consumer to abandon the task in the middle. Therefore, while one stream of research should identify the reasons behind the purchase reluctance of consumers, another area of concentration should be why people abandon their shopping carts and stop the purchasing process in the middle. Such attempts can help to understand how to turn surfers into interactors, purchasers, and finally, repeat purchases by making them enter into continuous interaction with this environment (Berthon 2015).

An Overview of on-line marketing

The early existence of online shopping started in the early 1990's when text-based and simple websites were predominantly used in offering product or service information around the world. The Bristol-Myers Squibb was the first company that officially launched an online shopping campaign. A US-based drug company, the Bristol-Myers Squibb launched the use of online shopping to basically develop the public awareness in using a certain drug called "Excedrin". During the tax season in 1997, law and marketing firms declared the Excedrin as a "Tax Headache" supplement from online advertising websites. Bristol-Myers provided an online free sample of the drug to American internet users. According to Linda Himelstein of Business Week, the use of the World Wide Web in promoting Excedrin resulted to series of good responses coming from Bristol-Myers. Himelstein also wrote in her article that in just one or two days, the Bristol-Myers already estimated 30,000 added names in their online customer list. Standardized technology industries such as Microsoft and IBM began to incorporate their internet providers and several software programs in the Bristol-Myer's existing online shopping campaigns. Both industries also began throwing away millions of dollars from online shopping efforts to give way for the Bristol-Myer's campaign. Several websites such as Yahoo is said to be one of the online-based firms that was able to quickly acquire high amount of profit from online shopping. Yahoo successfully targeted the "never before seen" type of messages from the online shopping industry. The highly trafficked website generated the monitoring of hits every online advertisement acquires per day. In 2000, many online shopping firms were forced by Yahoo to tighten their online advertising revenue. During the same year, Yahoo reported that the online shopping firms' customer bases dwindled during the "Cooling Stage" of the US economy. The expenses used for online shopping in the US, Canada and other neighboring countries totaled to 300 Billion Dollars in 1996. In 1994, the average online shopping figure totaled to 175 Billion Dollars which were all spent for traditional advertising campaigns in one year. The online shopping industry began to rise when the number of internet users and home based businessmen or entrepreneurs continued to increase in America during the mid-1990's. In the year 1997, the online advertising industry's budget increased to \$1 billion. Online shopping expertise and advertisement writer Bill McRea wrote in his article that one of the most popular online shopping firms in America and some European countries today is the "Houston Online Marketing". According to McRea, the Houston online shopping has several advantages that comprises well with affiliated online shopping firms in the US including several western and European countries as well. The benefits of Houston online shopping provided.

Flipkart

This company was founded in 2007 by Sachin Bansal and Binny Bansal, both alumni of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to create their new company incorporated in October 2007 as Flipkart Online Services Pvt. Ltd.

Snapdeal

Cricket stats record the fastest hundred, fastest fifty and every time the record is broken, it is prominently recorded. But the fastest growing companies have no record-keeping body or an award-giving organization to show that they have grown faster than others. Media keeps talking about them when they make news but it's more like flirting rather than a solid relationship.

Myntra

Established by Mukesh Bansal along with Ashutosh Lawania and Vineet Saxena, Myntra was in the business of on-demand personalization of gift items. It mainly operated on the B2B (business to business) model during its initial years. Between 2007 and 2010, the online portal allowed customers to personalize products such as T-shirts, mugs, mouse pads, calendars, watches, teddy bears, pendants, wine glasses and jigsaw puzzles.

Findings

Simple percentage analysis

- Majority of the respondents (52%) are male
- Majority (59%) of the respondents belong to 21-35 age groups
- Majority (70%) of the respondents are married
- Majority (50%) of the respondents are graduates
- Majority (40%) of the respondents are salaried
- Majority (54%) of the respondents are belongs to joint family
- Majority (44%) of the respondents are four members
- Majority (56%) of the respondents are two number of earning members
- Majority (52%) of the respondents are shopping weekly
- Majority (38%) of the respondents are influencing them by the own decision
- Majority (40%) of the respondents are shopping based on offer
- Majority (42%) of the respondents are satisfied durability of the product
- Majority (40%) of the respondents are satisfied mode of delivery
- Majority (38%) of the respondents are highly satisfied service provider by the seller
- Majority (68%) of the respondents are not faced duplication of product
- Majority (66%) of the respondents are not faced any problem with quality
- Majority (70%) of the respondents are felt there is no customer service at the outlet

Chi-Squire test

- There is association between mode of income & frequency of purchase

Suggestion

- This survey suggests that book is the most popular item on the Internet and Flights/Holidays is the second popular item. Online shopping basically provides the way consumers go shopping and purchase services and goods with reasonable price on the Internet. For some consumers, shopping and purchasing online have become part of their daily lives, while others may not even care about it.
- Search discount sites like Overstock.com for the item you want before buying it elsewhere. These retailers purchase excess items that manufacturers couldn't unload on other retailers at a discount and generally pass the savings onto customers. Don't be afraid of purchasing refurbished items either -- this is often just another word for surplus inventory source.
- It's a reasonable requirement, but some restocking fees are easier to swallow than others. While some retailers charge up to 25 percent or more, a fee of 15 percent of the price you paid for the returned item has become customary for intensively packaged products, like electronics. Before proceeding to checkout, familiarize yourself with the retailer's return policies, which should be explicitly stated somewhere on its Web site.
- Most credit card companies now offer single-use credit card numbers for online shopping. These expire after one purchase and only your credit card company knows which account it's linked to.
- Some Web browsers now have larger certificate windows that are easier to read and that allow users to examine site information more carefully.
- If you can't catch a break on shipping, ordering early enough will allow you to opt for standard shipping. It's almost always the slowest, but if you order early, you've got time on your side. Give yourself a little more time if you're ordering from a third-party vendor through a big online retailer. The retail site's delivery date is an estimate, one the vendor doesn't always meet.

Conclusion

This Study conclude that current trends in internet marketing using online shopping and covers with buyers satisfaction and customers problem and the various parameter using statistical tools for using simple percentage and also this study covered most of the respondents comes under male categories and most them purchases offer time purchases decision making is his own decision and most of the respondents feel to durability of product purchased and after ordering product delivery is feel to very quickly after that service also better service provider to sellers and there is very low level categories respondents only getting a duplications product and un less quality of product and customers service related issues.

Simple Percentage

| S.No | Gender | % | S.No | Age | % | S.No | Marital status | % |
|--------------|---------------------------|------------|--------------|---------------------------|------------|--------------|-----------------------|------------|
| 1 | Male | 52 | 1 | Below 20 Years | 11 | 1 | Married | 70 |
| 2 | Female | 48 | 2 | 21-35 | 59 | 2 | Un-Married | 30 |
| Total | | 100 | 3 | 36-50 | 20 | Total | | 100 |
| | | | 4 | Above 50 | 10 | | | |
| | | | Total | | 100 | | | |
| S.No | Educational Qualification | % | S.No | Mode of Income | % | S.No | Family Type | % |
| 1 | School Level | 20 | 1 | Salaried | 40 | 1 | Joint Family | 54 |
| 2 | Graduation | 50 | 2 | Self Employed | 32 | 2 | Nuclear Family | 46 |
| 3 | Post Graduation | 20 | 3 | Professional | 20 | Total | | 100 |
| 4 | Professionals | 10 | 4 | Any others | 8 | | | |
| Total | | 100 | Total | | 100 | | | |
| S.No | Number of Family Members | % | S.No | Number of Earning Members | % | S.No | Frequent of Shopping | % |
| 1 | One | 2 | 1 | One | 20 | 1 | Daily | 18 |
| 2 | Two | 18 | 2 | Two | 56 | 2 | Weekly | 52 |
| 3 | Four | 44 | 3 | Three | 15 | 3 | Fortnight | 10 |
| 4 | Six | 16 | 4 | Above Three | 9 | 4 | Monthly | 20 |
| 5 | Above Six | 20 | Total | | 100 | Total | | 100 |
| Total | | 100 | | | | | | |
| S.No | Influence of Shopping | % | S.No | Shopping of your product | % | S.No | Durability of Product | % |
| 1 | Own decision | 38 | 1 | Offer | 40 | 1 | Highly Satisfied | 28 |

| | | | | | | | | |
|--------------|-----------------------|------------|--------------|----------|------------|--------------|---------------------|------------|
| 2 | Family members | 32 | 2 | Discount | 25 | 2 | Satisfied | 42 |
| 3 | Friends and relatives | 15 | 3 | Season | 20 | 3 | No opinion | 18 |
| 4 | Advertisement | 8 | 4 | Brand | 15 | 4 | Dissatisfied | 6 |
| 5 | Peer pressure | 7 | Total | | 100 | 5 | Highly Dissatisfied | 6 |
| Total | | 100 | | | | Total | | 100 |

| Particulars | | Frequency of Purchase | | | | |
|---------------|--|-----------------------|-----------|-----------|-----------|------------|
| | | Daily | Weekly | Fortnight | Monthly | Total |
| Salaried | | 15 | 8 | 7 | 10 | 40 |
| Business | | 13 | 8 | 7 | 4 | 32 |
| Professionals | | 8 | 4 | 6 | 2 | 20 |
| Others | | 3 | 2 | 1 | 2 | 8 |
| Total | | 39 | 22 | 21 | 18 | 100 |

| S.No | Mode of Delivery | % | S.No | Service of seller | % | S.No | Duplication of product | % |
|--------------|---------------------|------------|--------------|---------------------|------------|--------------|-------------------------------------|-------------------|
| 1 | Highly Satisfied | 28 | 1 | Highly Satisfied | 38 | 1 | Yes | 32 |
| 2 | Satisfied | 40 | 2 | Satisfied | 36 | 2 | No | 68 |
| 3 | No Opinion | 12 | 3 | No Opinion | 11 | Total | | 100 |
| 4 | Dissatisfied | 11 | 4 | Dissatisfied | 8 | S.No | Problem with quality of the product | No of Respondents |
| 5 | Highly Dissatisfied | 9 | 5 | Highly Dissatisfied | 7 | 1 | Yes | 34 |
| Total | | 100 | Total | | 100 | 2 | No | 66 |
| | | | | | | Total | | 100 |

| S.No | Problem in Customer Service | No of Respondents |
|--------------|-----------------------------|-------------------|
| 1 | Yes | 30 |
| 2 | No | 70 |
| Total | | 100 |

Chi-square Test

The following table shows the chi-square test for Mode of Income & Frequent of purchase