

PERCEPTIONS OF TIER III CITY CUSTOMERS TOWARDS E-MARKETING**Dr. Shalini Singh**

Assistant Professor, Jaipuria Institute of Management, Lucknow

Dr. Uchit Kapoor

Professor R & D, The ICFAI University Group, North - West

Abstract

E-Commerce provides the platform for buying and selling products, information and services on the Internet and other online environments. E-Marketing is also known as net marketing, online marketing and internet marketing. E-Marketing is a management process. The aim of e-marketing is to initiate and maintain long-term relationship with customers through online platforms. Online markets are open 24 hours and 7 days for service administering. This study aimed at understanding the perceptions of tier III city customers towards e-marketing. Questions related to E Marketing were put forth to respondents who were asked to rate factors on a 5-point Likert scale. After analysis it was found that few factors like easy access and greater reach were major factors which led consumers towards preference for online marketing. Also, elements like search engine were used more whereas people were not very comfortable in online payments. E-marketing websites provide the flexibility and also provide the better security of e- paying their taxes, license, fees etc. In future if e- marketers use efficient websites which are easy to use for ordinary people then acceptance and preference for e-marketing will definitely increase. All parts of the organization should co-ordinate activities to establish that customer needs are met efficiently, effectively and profitably.

Keywords: *E- marketing, tier III consumer, consumer preferences*

Introduction

E - Commerce and E-marketing: The most popular definition of E-Commerce is based on the online attitude of the conducted business. E-commerce technique the capability of buying and selling products, information and services on the Internet and other online ambience. E-marketing is —moving part of marketing strategies and activities to a computerized, networked ambience such as the Internet. Internet marketing has been defined as the process of building and maintaining customer relationships through online activities to promote the exchange of ideas, products and services that convince the goals of both parties. E-Marketing is a mixture of all the activities of advertising, promotion publicity deceives the look and feel of the product, how it will be sold and sent to the customer etc. These technologies cover the Internet media and other digital media such as wireless mobile media, rope and satellite. They have defined service element as the proficiency of the organization to meet or exceed customer expectations. Internet marketing will cover the use of a company web site in conjunction with online publicity techniques such as search engines, banner advertising, direct e-mail and links or services from other net sites. Traditional market is very time-consuming technique.

Objectives

- a) To understand the usage of e-marketing by consumers in tier III cities
- b) To analyze the factors which lead to preference for e-marketing in tier III cities
- c) To analyze the deterrents for e-marketing in tier III cities

Future Scope

The study can be undertaken in smaller towns and villages for understanding the overall gratification on all India bases and examine seminar and fair to aware the people of villages and cities.

Literature Review

A study by Kunz (1997) on Internet shopping found that online shoppers are opinion leaders, innovators, and domain specific to the Internet. Another research conducted by Donthu & Garcia (1999) for consumer characteristics related to online shopping, it was found that consumers who seek convenience & variety do more shopping online. E-marketing is defined as use of electronic data and applications in order to plan and execute the conception, pricing, promotion and distribution of products and services so as to create exchanges to satisfy individual as well as organizational goals. Smith and Chaffey (2005) suggested that e-marketing involves the use of digital media to manage marketing operations including the management of digital customer data and electronic customer relationship management systems. Cox (2010) also investigated the correlation between age and attitude and found that social network user attitude toward online advertising formats (i.e. blogs, video, and brand channel or page) differed to some extent across age groups.

In fact, E-marketing is the marketing of products and services on electronic media. E-marketing involves the use of internet technology and usage of graphics multimedia etc to create impressive advertisements, forms and websites where marketers' products can be showcased and sold. E-marketing does not simply entail building or promoting a website, nor does it mean placing a banner ad on another website. It include advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. In today's era of internet, the marketing concept has been redefined. It has become imperative for businesses to build an online presence in order to stay ahead of competitor. With the growth in usage of personal computers, smart phones and increased access to internet service, most of the business organizations (banks, insurance firms, hotels, airlines, education service providers etc.) have joined the online business community and have adopted internet as a strategic tool in their daily activities across various functions be it marketing, Human resources or operations. Wehrich and Koontz (2005) suggested that in order to achieve success in the 21st century, firms must make use of information technology and more so the internet. Agbonifoh, Ogwo, Nnolim, and Nkamnebe (2007) also opined those countries, organizations and consumer who continue to ignore the internet might find it difficult to survive as internet has redefined the relationship between firms and is likely to evolve the whole mechanism of exchange. E-marketing has evolved as a complementary mechanism and a facilitator for

traditional marketing practices (Coviello, Brodie, Brookes, & Palmer, 2003). Several researchers have studied the feasibility of electronic commerce from the perspective of manufacturer or the retailer (Berthon, Leyland & Watson, 1996; Hoffman & Novak, 1996; Reynolds, 1997; Balasubramanian & Bronnenberg, 1997; Breitenbach & Van Doren, 1998; Jones & Biasiotto, 1999; Murphy, 1998; Peterson,). But few have studied e-marketing from the consumers' perspective. Jarvenpaa and Todd (1996) attempted to study the consumer reaction to electronic shopping on the internet.

According to Chi (2011) users perceive advertising differently depending on the social network, which suggests user motivations for online social networking may play a vital role in defining consumer's responses to social media marketing.

Kunz (1997) suggested on basis of his research that opinion leaders and innovators are likely to be the first ones to shop. His study also indicated that men are more likely to be influenced by online marketing and may purchase through Internet channels. He also suggested that those who show intention to shop online are likely to be young.

Several researches have stated that Consumer intentions can be predicted by using Fishbein's behavioral intention model. Also, few studies have used this model to predict intentions and to identify high-intention and low-intention consumers (Johansson & Nebenzahl, 1987; Shim & Drake, 1990).

Zhou *et al.* (2007) found that customer traits, previous online shopping experience, Internet self-efficacy, shopping orientations, perceptions of economic benefit, and perception of risk are some of the factors affecting e-marketing acceptance of customers.

But most of the studies conducted are not in Indian context and more so little or no work can be seen with reference to tier III consumers.

Methodology

For the present study both primary and secondary data was collected. The primary data was collected from 120 respondents from tier III cities. A structured questionnaire was administered for the same having multiple choice and few open ended questions. The secondary data was collected from books, articles, and websites. Percentage analysis, chi-square test are used for arriving at conclusion.

On the basis of secondary data and literature review the following hypotheses were formulated in reference to consumers of tier III cities.

H1: Gender has an impact on the acceptance of e-marketing by consumers

H2: Age has an impact on acceptance of e-marketing

H3: convenience has a positive impact on usage of e-marketing

H4: Deals and offers have a positive impact on usage of e-marketing

RESULTS AND DISCUSSION

The data shows that out of 120 respondents 72.50 percentage of the respondents are male, Next

33.33 percentage of the respondents are under age group 35-45years, Next 41.66 percentage of the respondents are under monthly income of Rs 25000-35000, Next 54.17 percentage of the respondents are graduate.

Table 1

TABLE -1 LEVEL OF AWARENESS ABOUT GREEN MARKETING

		Level of awareness			Total
		Good	Excellent	Bad	
Gender	Male	20	40	9	69
	Female	21	22	8	51
Total		41	62	17	120
Chi-Square Tests					
		Value	Df	Asymp. Sig. (2-sided)	Sig.
Pearson Chi-Square		5.382 ^a	2	2.667	

The value of chi- square is 5.382 (d f = 2) and associated significant value is 2.667 (which is greater than 0.05). Therefore, the null hypothesis is accepted. Hence there is significance association between gender of the respondents and their e-marketing perspective So it can be concluded that respondents ‘so it can be inferred that Gender plays an important wise, from the above cross table clearly explained role in selecting the e-commerce platform.

Table 2

Table - 2 Table of Level of Social Responsibilities

		Level of social responsibility			Total
		Good	Excellent	Bad	
Education qualification	Male	20	40	9	69
	Female	21	22	8	51
Total		41	62	17	120
Chi-Square Tests					
		Value	Df	Asymp. Sig. (2-sided)	Sig.
Pearson Chi-Square		5.382 ^a	2	2.667	

The value of chi-square is 5.382 (d f = 2) and associated significant value is 2.667 (which is greater than 0.05).

Therefore, the null hypothesis is accepted. Hence there is significance association between gender of the respondents and their level of social responsibility, 'so it can be inferred that Gender plays an important role in responsibility wise. The above cross table clearly explained the social responsibility among genders in selecting the e-commerce global perspective.

Conclusion

E-marketing has become necessary part of modern Marketing. These opportunities in e-marketing functioning increases different levels of risks for marketing. More than ten Years of Internet marketing research have submitted a set of important findings. Based on our review of these findings, it is clear that the Internet is playing a more and more important role in the field of marketing. Marketers and their clients are becoming comfortable of the need to measure the collaborative outcome of marketing. They do- not have any knowledge of e-marketing. Some studies have been designed on observe. The respondent has to answer the questions on their own. Some peoples gratify on our views. But some peoples were not gratification with us. Respondent have sufficiently given time for well thought out answers. This study states that online marketing System supply greater reach to customers. Customer honestly can be in gain. Personal attention can be given by market to customer also fastest service can be served. We came to know various strengths of Online marketing system such as element customer service, greater reach, time saving customer honestly, easy access to information, 24 hours access, reduce paper work, no need to carry cash simple online applications etc.

From the above Table 1 & 2 awareness about e- marketing do have an positive impact based on gender, age, convenience and offers provided.

References

[1] Joseph P.T,S.J(2008)," An Indian perspective",3rd edition, ECommerce, by PHI learning private limited.

[2] Parasuramn A, "Service Quality In The Public Service", International Journal Management and Market Research, IJMMR, Vol 3, Nov 1, 2010.

[3] KaurM, "E-Commerce Kalyani Publication", Delhi (2012)

[4] RehmanS ,"Influence of E-commerce and its emerging innovations in Banks", International Journal of marketing and Technology, volume 2, issue 8,(August 2012

[5] Chaffey et al, e MarketingeXcellence: planning and optimizing your digital marketing. 3. ed. Butterworth-Heinemann. Oxford.2006

- [6] LinhP.N. And Tung. H. , "Internet acquisition Process", Bachelor's Thesis of Degree Program in International Business 2008.
- [7] Chaffey, D. & Smith, P.R, e MarketingXcellence: planning and optimizing your digital marketing. 3. ed. ButterworthHeinemann. Oxford.2007.
- [8] Kalyanam, K and McIntyre S, —The E-Marketing Mix: A Contribution oftheETailing Wars,|| Journal of the Academy of Marketing Science, 30 (4),487-499,2002.
- [9] Fill C and Jamieson B," Marketing Communications", Edinburgh Business School, Heriot –Watt Univercity, 2011.
- [10] www.emarketing.com
- [11] Donthu, N. and Garcia, A. (1999), ‘The Internet Shopper’, Journal of Advertising Research, 39(2).52-58
- [12]] Kunz, M.B. (1997), “On-line customers: identifying store, product and consumer attributes which influences shopping on the Internet”. Published doctoral dissertation. The University of Tennessee, Knoxville.
- [13] Culliton J. W. (1948). The Management of Marketing Costs, Boston: Division of Research. *Graduate School of Business Administration*, Harvard University.
- [14] Dominici G. (2008a). Holonic Production System to Obtain Flexibility for Customer Satisfaction. *Journal of Service Science and Management*, 1 (3): 251-254.
- [15] Dominici G. (2008b). Demand Driven Supply Chain ed innovazione: il sistema logistico-produttivo per la soddisfazione dei bisogni del cliente in Purpura A. & Fazio G. (ed.), *Economia e gestione dell'innovazione nelle PMI. Percorsi tematici ed esperienze formative del Master EGI* , pp. 100-114, FrancoAngeli.
- [16] Dominici G. (2009). *E-marketing cosa cambia? Dai modelli di business al mix operativo*, Milan: FrancoAngeli.
- [17] Gronroos C. (2000). Relationship Marketing: The Nordic School Perspective”, in Sheth J. N., Parvatiyar A. (a cura di),*Handbook of Relationship Marketing*, Sage.
- [18] Gronroos C. (2005). On defining marketing: finding a new roadmap for marketing.

Marketing Theory, 6 (4): 395-417.

[19] Gronroos C. (2008). *In Search of a New Logic for Marketing: Foundations of Contemporary Theory*, Wiley.

Hoffman, D.L., & Novak, T.P. (1997). A New Marketing Paradigm for Electronic Commerce. *The Information Society: An International Journal*, 13: 43-54.

[20] Nelson P. (1974). Advertising Information. *Journal of Political Economy*, 83: 729-754.

[21] Robins F. (2000). The E-marketing mix. *The Marketing Review*, 1: 249-274.

Schultz D. E. (2001). Marketers: Bid Farewell to Strategy Based on Old 4Ps. *Marketing News*, 35 (2): 7.

[22] Vignali C., & Bavies B. J. (1994). The Marketing Mix Redefined and Mapped: Introducing the MIXMAP Model. *Management Decision*, 32 (8): 11-16.

[23] Von Hippel E. (2005). *Democratizing innovation*, MIT Press.

[24] Phau, I. and Sui, M.P. (2000) 'Factors influencing the type of products and services purchased over the internet', *Internet Research: Electronic Networking Applications and Policy*, 10(2), pp. 102-113.

[25] Smith, d. A. and Rupp, T W. (2003), 'Strategic Online Customer Decision Making: leveraging the transformational power of internet.' *Online Information Review* 27:6, 418-432.

[26] Sultan, F., & Henrichs, R.B. (2000), "Consumer preferences for Internet services over time: initial explorations", *The Journal of Consumer Marketing*, Vol. 17, No. 5, pp. 386-403.

[27] Jarvenpaa, S.L. and Todd, PA. (1996), 'Consumer reactions to electronic shopping on the World Wide Web', *International Journal of Electronic Commerce*, 1:2, pp. 59-88.

[28] Kotler, P. and Armstrong, G. (2007), *Principles of Marketing* (12th edition), Upper Saddle River, Prentice-Hall.

[29] Kumar Shefali, (August 2000), Consumers' Behavioral Intentions Regarding Online Shopping, Published thesis of University of North Texas.