A Study on Customers Evaluation Towards E-Marketing

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Abstract*: As there are no proper laws for online purchases, they have to be implemented to prevent the anonymous intruders. This will help to maintain security and private information properly concerning the respondents. So the website developers and service providers should take necessary steps to overcome this problem. Internet environment has to be improved in the areas of art, dynamic and interactive techniques. This improvement will give more visual appeal. The vendors and service providers should avoid hidden charges. This will help to avoid increase in price of product. Website design and quality creates a positive impact on online shopping satisfaction. So the vendor companies should concentrate more on the designing part of the websites. Majority of the users among higher income groups shops online only. But in India middleincome and low income groups are very high. So the online marketers can concentrate on innovative ideas to increase online business through middle and low income group. This will be possible only through price fixation of the product based on this group. The respondents face major problems on theft of credit card information, and lack of security on online payments. Implementing precautionary steps to solve these problems shall create consumer confidence on online shopping. Online shopping follows international market standards and do not know about the local market standard. So the online vendors should introduce the products according to the local market standard. This will help to increase consumers buying pattern and help the vendors to increase the sales. Even though the consumers have a basic knowledge about online shopping, they are unable to implement it because the language becomes a barrier. Developing regional language oriented websites would help new comers to enhance their knowledge and also to increase the online purchasers.*

Keywords: E-marketing.

I. INTRODUCTION

E-marketing can be defined as marketing of products and services on electronic media. E- Marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, graphics, text etc with different languages to create catchy advertisements, forms, eshop where product can be viewed, promoted 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 includes advertisement (flash, text, graphics, audio or video), product display, product navigation, 3-D products view, basket selection, checkout and payment. E-marketing & internet marketing terms are used in the same sense. This form of marketing is equally applicable in most of the business models:

- E-commerce — Direct sales of goods to the mass customer/consumer or the business customers.
- Publishing Services — where advertisement are sold.
- Lead-based websites — like policy bazaar, sulekha where sales leads are generated are sold to either third party or used in-house to convert them into sales through appropriate channel.
- Affiliate marketing — a referral marketing strategy where reward is given for referring product, company, or website to other friends, relative or in nutshell other potential customer or target segment.

Tools of E-marketing:

Display advertising - Display advertising conveys its advertising message visually using text, logos, animations, videos, photographs, or other graphics. Display advertisers frequently target users with particular traits to increase the ads' effect.

Web banner advertising - Web banners or banner adstypically are graphical ads displayed within a web page. Banner ads can use rich media to incorporate video, audio, animations, buttons, forms, or other interactive elements using Java applets, HTML5, Adobe Flash, and other programs.
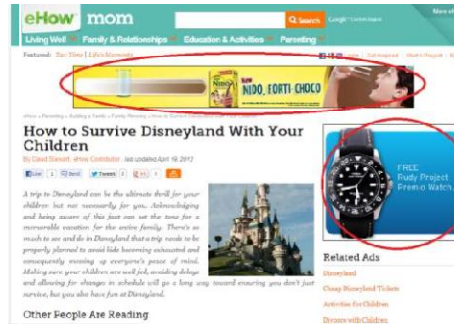
Pop-ups/pop-under - A pop-up ad is displayed in a new web browser window that opens above a website visitor's initial browser window. A pop-under ad opensa new browser window under a website visitor's initial browser window.

Floating ad - A floating ad, or overlay ad, is a type of rich media advertisement that appears superimposed over the requested website's content. Floating ads may disappear orbecome less obtrusive after a preset time period.

Advantages of E-Marketing

One of the most important advantages is the fast availability of the information. The clients/users can easily get information, by navigating the internet, about the products that they wish to purchase, and besides that, they can check the information at anytime of the day.

- It allows the companies to save money, an aspect that is really taken into account by the companies since the online marketing campaigns don't require a large amount of investment
- The previous mentioned aspect, gives less importance to the differences between large and small companies in some way, thus increasing the competition and giving that way advantages to the customers.
- Presence on the Internet can help the expansion of the company from a local market to national and international markets at the same time, offering almost infinite expanding possibilities.
- On the internet everything can be measured, thus it's easier for the companies to know almost instantly if their campaign is working or not, what company or user is interested intheir products, from what cities or countries are they, etc.

Disadvantages of E-Marketing

- Slow internet connections can cause difficulties. If the companies build too complex or too large websites, it will take too long for users to check them or download them and they will get bored eventually.
- The e-commerce doesn't allow the user ‒to touch‖ the merchandise before purchasing it. Because of this, some salesmen are starting to guarantee the possibility of returning the product. In Germany, where a law that regulates e-commerce and guarantees the customers the total refund of the money exists since 2000, the electronic commerce is very popular.
- One of the major disadvantages may be the lack of trust of the users because of the constant virtual promotions that appear to be frauds. This is an aspect that deteriorates the image and reputation of quality and honest companies.
- Other disadvantage is the cash on delivery system, since it doesn't guarantee the 100% purchase of the product. This is also the case of thousands of users that dedicate themselves to daily mock big companies by ordering on the internet using false identities.

Problems faced in online marketing

- **Authenticity:** the authenticity of the product maybe questionable, as the real product is not available at the time of its purchase. The product may not turn out as expected by the customers.
- **Internet marketing scams :** Fake schemes like ‗get-rich-quick' or ‗win cash prize' on the internet, often lure the users to payout huge sums of money to such frauds and not getting anything in return. It has given rise to a lot of scams and fraudulent activities detrimental to the users.
- **Security issues:** Consumers maybe hesitant to disclose their personal information on the internet as they may feel the invasion of their privacy

II. RESEARCH METHODOLOGY

The typical goal of E-marketing is to attract prospects on the Web to their website and then get those targeted prospects to enter into a relationship with business. They are experts in helping their customers accomplish these goals by providing website promotion and visitor conversion.

According to a study conducted by Google India,there were 35 million online shoppers in India in 2014 and is expected to cross 100 million marks by the end of year 2016. Broadband internet and explosive growth of mobile phones are fuelling this growth further. If anyone has a product to sell, thisis perhaps the best time to start selling it through online. Here isan ultimate guide to teach the person how to sell online in India.

Scope of the Study

In India, the first time ever, shoppers are going to the web for most of their purchases has resulted in more and more retailers providing online avenues for customers to make purchases at the click of the mouse. Customers not only use the internet to make purchasesbut also to search for information about the product or service being purchased. Internet has changed the way of conducting business. Many businesses have started building up their strategies around the internet.

If E-Marketers analyze and understand the factors influencing Indian customers' online behavior, they can further fine-tune their business strategies towards customerpreferences.

This study deals with the customers' evaluations towards the following aspects of online shopping and how the presence or lack of these aspects in an online shopping environment affects customer satisfaction.

- Product categories that customers purchase online
- Quality & availability of the product
- Mode and Speed of delivery of the product
- Product price / Offers provided for online shoppers
- Payment options available for the customers
- Shipping, Return and Exchange policies
- Features of the shopping website such as
- Design

Objectives of the Study

The Primary Objective are:

The primary objective of this study is to identify and understand the demographic factors affecting customer satisfaction with respect to in online shopping in India.

The Secondary Objectives are:

- To study awareness of e-marketing among the people.
- To study the acceptance of e-marketing among consumers.
- To study the impact of e-marketing on purchase decision of consumers.
- To study the features that customers expect at an online shopping portals.

Limitations of the study:

In attempt to make this project authentic and reliable, every possible aspects of the topic were kept in mind. Nevertheless, despite of fact constraints were at play during the formalities of this project.

The main limitations are as follows:

- Due to limitation of time only few people were selected for the study. So the sample ofconsumer was not enough to generalize the finding of the study.
- The main source of data for the study was primary data with the help of selfadministered questionnaires. Hence, the chance of unbiased information is less.
- People were hesitant to describe the true facts.
- The chance of biased response can't be eliminated though all necessary steps were takento avoid the same.

III. LITERATURE REVIEW

Dr. S.G Gupta (2010) in the study impact of changing demographics profile of Indian customers on their internet shopping behavior and the study concluded that demographic profiles of online users; gender, age and education have significant association to web shopping in the current Indian scenario. However, it won't be very late for these differences to evaporate keeping into account fast changing social habits and growing technological developments.

Archana Shrivastava & Ujwal Lanjewar (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.

Dr. Durmaz (2011) in the study entitled ― impact of cultural factors on online shopping behavior and the study found that while buying goods and services, culture, beliefs and traditionstake an important position, while the environment, friends and social groups stated 48.6% .In thiscase the impact of cultural factors means a lot.

Mohammad Hossein Moshref (2012) in the study entitled ‑An Analysis of Factors Affecting on Online Shopping Behavior of Consumers―, examined that e-retailers should make their website safer and assure customers for delivery of their products. has Positive effect attitude toward online shopping on online shopping behavior of consumers indicate that considering attitude variables make a substantial contribution in online shopping. Also, subjective normshave positive effect on shopping behavior. This means the more people suggest e-buying to each other, the more this buying method will be popular among people. This makes necessary the use of word of mouth marketing for retailers.

IV. DATA ANALYSIS, INTERPRETATION AND PRESENTATION

Q 1. How did you come to know about the e-marketing?
1. T.V. commercial
2. Newspaper
3. Friends and Relatives
4. Other

Interpretation:
33% of respondents are come know about the e-marketing from T.V. commercials,20% of respondents are come know about the e-marketing from newspapers, 24% of respondents are come know about the e-marketing from Friends and relatives,23% of respondents are come know about the e-marketing from other source.

Q. 2 Have you felt any problem with online shopping?
1. Yes
2. No

Interpretation:
45% of respondents are felt problem with online shopping, 55% of respondents are felt no problem with online shopping.

Q. 3 If yes, what kind of problem?
1. Processing the payment
2. Delay in delivery
3. Cheap quantity of product
4. Product damage
5. No delivery
6. Other

Interpretation:
24% of respondents are face problem of processing the payments, 20% of respondents are face problem of delay in delivery, 15% of respondents are face problem of cheap quantity of products,23% of respondents are face problem of product damage, 8% of respondents are face problem of No delivery,10% of respondents are face other problems

Q. 4 If you never had online shopping, please specify the reason?
1. I don't know about online shopping
2. Risk of credit card transaction
3. Internet illiteracy

4. Risk of identity theft
5. Other reason

Interpretation:

21% of respondents never had online shopping because they don't know about online shopping, 22% of respondents never had online shopping because risk of credit card transactions, 14% of respondents never had online shopping because of Internet illiteracy, 27% of respondents never had online shopping because risk of identity theft, 16% of respondents never had online shopping because of other reasons.

Q. 5 Features you think necessary for an online shopping site?
1. Multiple payment gateways
2. Social networking integration
3. Privacy and secure check out
4. Customer friendly
5. Creditability

Interpretation:

20% respondents think multiple payment gateway feature necessary for an online shopping site, 12% respondents think social networking integration feature necessary for an online shoppingsite,

26% respondents think privacy and secure check out feature necessary for an online shoppingsite,

30% respondents think customer friendly feature necessary for an online shopping site, 12% respondents think creditability feature necessary for an online shopping site

Q. 6 Do you think e-marketing as it is safest to use?
1. Yes
2. No
3. No opinion

Interpretation:

44% of respondents are think e-marketing as it is safest to use, 34% of respondents don't think e-marketing as it is safest to use, 22% of respondents have no opinion on e-marketing as it is safest to use.

Q. 7 Overall, were you satisfied with your experience of online shopping?
1. Satisfied
2. Dissatisfied
3. Neither satisfied nor dissatisfied

Interpretation:

40% of respondents are satisfied with their experience of online shopping, 26% of respondents are dissatisfied with their experience of online shopping, 34% of respondents are neither satisfied nor dissatisfied with their experience of onlineshopping.

Q. 8 Do you suggest anyone to shop from online site?
1. Yes
2. No

Interpretation:

66% of respondents are suggest anyone to shop from online site, 34% of respondents do not suggest anyone to shop from online site

V. CONCLUSION

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases afterphysical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quantity, quality and source of purchase. Today there is radical

change in the entire scenario. Everything in today's world is Internet oriented like Electronic Data Interchange, E-Mail, E-Business and E-Commerce, E-Marketing.

- Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions, it will thrive into a highly competitive and dynamic environment.
- In case of personnel management only at the time of recruitment and training special skills of internet operations are to be incorporated in the specializations.
- In the organization a completely new technique of electronic i.e. internet is to be introduced.
- Producers and dealers do not understand correct habits, expectations and motivations of the customers.
- Major customers have no correct information about the use of internet and operating websites for commercial purpose

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