

A STUDY ON DIFFICULTIES AND SCENARIOS OF ONLINE MARKETING AT COIMBATORE DISTRICT

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ABSTRACT: Marketers have to be careful in the determination of the customers' expectations and perception on various aspects related to the products and services in online marketing. They should be aware of the factors leading to their attitude towards online marketing. At the same time, the marketers should know their strengths and weakness in online marketing. The online marketing is subjected to some issues like credit card security, privacy, and On-time delivery and easy of navigation. The customer's satisfaction develops through new recognition, information search, information evaluation, purchase decision and post purchase evaluation. The customers need have two dimensions namely utilitarian and hedonic. The needs of the customers have to be properly assessed and fulfilled by the marketers in online marketing. Then the service quality of the marketers is as important as ever in this realm. Indeed, the technological changes in the world lead to an ever changing environment in the online marketing.

KeyWords: Online Purchase, Customer satisfaction, new technology, e-Commerce and online shopping.

1 Introduction

Online shopping is becoming an accepted way to purchase various types of goods and services. Through a computer mediated shopping environment, online retailers have attracted customers by offering a reduction in search costs for products and product related information. The rapid pace of information technology developments has made it necessary for e-marketing to integrate with the fast developing global information infrastructure. In the modern era of globalized competition the multinational concerns are striving hard to sell their products in almost all the countries. The four marketing Ps has to undergo tremendous changes through e-Commerce. But e-marketing has added two more Ps of marketing. The fifth Ps is partners and sixth Ps is people. Marketing planning identifies prospective customers. The product and services that is sold online is also identified. The influential factors driving online shopping and the trust building measures that a retailer needs to make successful online sales is also discussed. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term

digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

Internet is changing the way consumers shop and buy goods and services and has rapidly evolved into a global phenomenon. Many companies have started using the Internet with the aim of cutting marketing costs, thereby reducing the price of their products and services in order to stay ahead in highly competitive markets. Companies also use the Internet to convey, communicate and disseminate information, to sell the product, to take feedback and also to conduct satisfaction surveys with customers. Customers use the Internet not only to buy the product online, but also to compare prices, product features and after sale service facilities they will receive if they purchase the product from a particular store. Many experts are optimistic about the prospect of online business. In addition to the tremendous potential of the E-commerce market, the Internet provides a

unique opportunity for companies to more efficiently reach existing and potential customers.

Digital marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing. Digital marketing campaigns are becoming more prevalent as well as efficient, as digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of going to physical shops

1.1. STATEMENT OF THE PROBLEM

The advent of internet and technological advancements has been a boon for the retailers to reach the customer easily any time at their doorstep. Chennai is a metropolitan city which has the sixth largest GDP in India. The traditional retailers in the organized sector are now exploring the opportunities of doing multi channels retailing in the by having both online and offline sales in order to capture the attention of customers spread across. The changing of life style of people and changing family structure have redefined the shopping patterns of customers in this modern era. So, there is a need to study the factors in e-marketing which would help the retailers improve their online sales by understanding the minds of e-shopping.

1.2. NEEDS OF THE STUDY

The Rapid changes in business strategy, especially those related to the internet, are leading to fundamental changes to how companies interact with one another and with customers. The internet technology has the potential to alter almost every aspect of business operations. As a result, it is necessary to take a multidisciplinary approach for understanding the customers and marketer's view online marketing since the online marketer act as intermediaries between customers and producers of the goods and services.

1.3. OBJECTIVES OF THE STUDY

The following are the main objectives of the research.

- To study about the economic and social conditions of customers in Coimbatore.

- To analyse the products e-shoppers preferred for online purchase.
- To find out the factors which influence the purchase decision of e-shoppers.

1.4. LIMITATIONS OF THE STUDY

The following limitations were accrued during the study.

- Due to the sensitive matter, the online purchaser does not reveal original data in connection with finance and accident.
- This study was covered only one district of Tamilnadu. Because this was restricted to these districts alone.

2. REVIEW OF RELATED LITERATURE The major concentration of these studies is simply on the trends of problems and prospects in online marketing. But the present study intends to explore a wide range of issues ranging from socio – economic conditions and family life customer legislations to looking into the terms of customer satisfaction and living conditions of the online marketer.

S. Murugan (2015), in this research paper they studied the production and marketing of salt and producer facing problems, how to overcome. Majority of the salt is produced in the little salt pans in Tamilnadu and the salt workers are engaged for eight months in a year in the harsh coastal and desert environment for the production of salt. A key factor in direct marketing is a "call to action." That is, direct marketing campaigns should offer an incentive or enticing message to get consumers to respond. Direct marketing involves the business attempting to locate, contact, offer, and make incentive based information available to consumers.

D. Durairaj & S. Murugan (2016), in this research paper they reveal that the large number of salt workers exposed to salt and facing occupational health problems like prevalence of ophthalmic symptoms, dermatological symptoms like headache, giddiness, breathlessness, muscular and joint pains. The ophthalmic problems were most common, probably due to irritation by direct sunlight and its glare caused by salt crystals to brine as well as irritation, traumatic ulcers, dermatitis, muscular and joint pains, headache and giddiness were other more common symptoms to salt workers. There is a need for developing a mechanism for prevention of these problems to them.

S.Murugan, Dr.Muthalagu& Dr. D.Durairaj(2016), in this research paper they reveal that the occupational health problems to the salt pan workers. Working environmental conditions of salt industry exposes the workers to direct contact with inhalable salt dust; salt crystals give direct impact on brine, physical stress, direct bright sunlight and glare due to sunlight reflected by salt crystals and brine surface. However, the extreme weather and hard labour conditions in the salt workers cause lot of health issues among the salt workers.

3.RESEARCH DESIGN AND SAMPLING

In the present study, the descriptive research design has been administered. The online marketers have been identified by the popular web service providers. A total of 150 online customers, who reside in Coimbatore have been identified as a sample customers for this study.

3.1METHODOLOGY

The study was based on both primary data and secondary data. The major sources of secondary data has been collected from the various publications of report of Ministry of Agriculture and ministry of Commerce, Books, Periodical, Magazines, and published records of the Govt and web site sources. For the purpose of collecting primary data with regard to the problems and prospects of online marketing, the researcher was carefully design interview schedule and the same have been administered to the sample respondents living in the Coimbatore in Tamil Nadu.

For data analysis, percentage analysis, simple charting and tabulation tools are used to understand the problems and prospectus of online marketing at Coimbatore.

Table No 3.1.1: Gender wise classification of the respondents

Sl. No	Gender	No. of Respondents	Percentage to Total
1	Male	95	63.3
2	Female	55	36.7

Total	150	100
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Source: Primary Data

Table 1 Shows that the large majority 63.3 Percentage of the respondents are male category and remaining 36.7 Percentage is female. It is inferred from the table that most of the respondents are male. Because of male group of online buyers is mostly engaged in online business. Thereby, they have the opportunity to get into contact with various online buyers groups.

Chart 3.1.1: Gender wise classification of the respondents

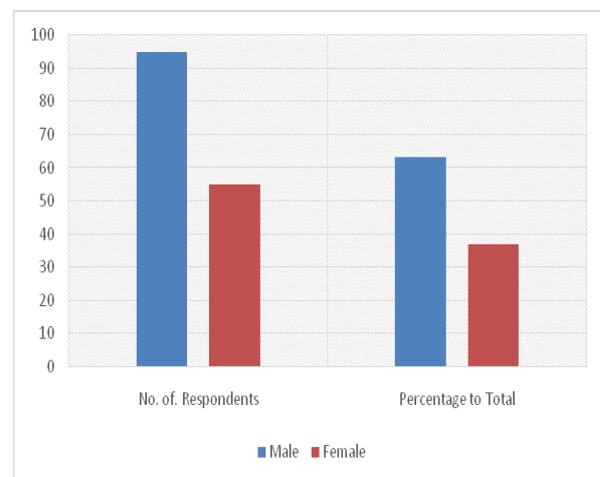


Table No 3.1.2: Usage of internet for searching product information

Usage of Internet	Percentage
Never	0%
Occasionally	5%
Often	27%
very often	68%
Total	100%

Source: Primary Data

Table 2 Shows that the majority of 68% Percentage of the respondents are very often they are using. 27% of respondents are using often. Occasionally 5 % of people are searching the product information in internet.

Chart 3.1.2: Usage of internet for searching product information

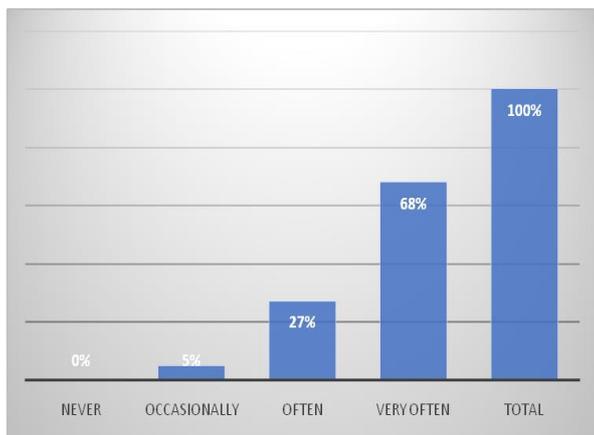


Table 3.1.3: Online Shopping Motivational Factors:

Factors	Percentage
Product comparison	12
Specifications	21
Saving time	45
Price	22

Source: Primary Data

The above table shows the saving time factor (45%) influence the person to buy in online. Second the price factor (22%), some offers and additional benefit purpose influence the person to choose the online shopping. The specifications factor (21%) influence the person to purchase.

Chart No:3.1.3 online shopping motivational factors:



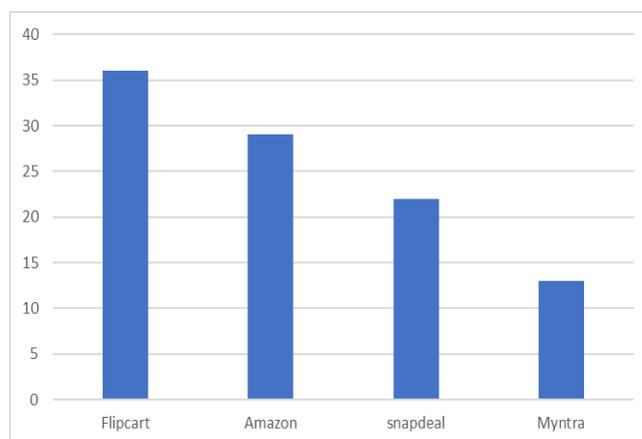
Table 3.1.4: Preference of online sellers

Online Shoppers	Percentage
Flipcart	36
Amazon	29
Snapdeal	22
Myntra	13

Source: Primary Data

The above table shows that the majority of respondents bought goods from flipcart (36%). The respondents selected next amazon (29%). Then snapdeal (22%) and myntra (13%).

Chart 3.1.4: Preference of online sellers.



4.SUGGESTIONS:

- The online shoppers some time they may get defected products. So the customers will be dissatisfied.
- If the customers received the defected product, it will take more time to rectify the problem.
- Sometimes the customers not get the ordered product, instead of this, they will receive the other product.
- Online sellers have a awareness about the fraudulent customers

5.CONCLUSION

Online marketing is a staple for businesses especially for non-profits. If you have ever been called during the dinner hour by a telemarketer you have been the target of indirect marketing. Often considered annoying and invasive by consumers, direct marketing is an aggressive form

of marketing that only works when carefully planned and implemented. online marketing is just what it sounds like - directly reaching a market (customers and potential customers) on a personal (phone calls, private mailings) basis, or mass-media basis (infomercials, magazine ads, etc.). Online marketing is often distinguished by aggressive tactics that attempt to reach new customers usually by means of unsolicited direct communications. But it can also reach out to existing or past customers.

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