

A Study on Internet Marketing and its Impact on Buying Behaviour of Traders in Sivakasi, Tamil Nadu

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Abstract - Marketing provides services in order to satisfy the customers. Internet marketing refers to advertising and marketing efforts that use the web and e-mail to drive direct sales via e-commerce as well as sales leads from websites or e-mails. Internet marketing is a growing business, mainly because more and more people use the internet every day. Internet marketing is the marketing of products or services over the internet. The internet has brought many unique benefits to marketing included low cost in distributing information and media to a global audience. E-Commerce is fundamentally changing the way consumers shop and buy goods and services. Consumers have begin to learn how to act in an ever-changing electronic marketing environment. Like any diffusion of innovation, there is a learning curve for most consumers to behave in e-commerce in a way they feel the most comfortable. Some of the most popular web sites for online shopping are Myntra.com, flipkart, jabong, eBay etc.,
Keywords: E-Commerce, Marketing, Internet, Online Marketing.

I. INTRODUCTION

Marketing efforts done solely over the Internet uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists, are popular methods used in Internet marketing to bring the most value to the advertiser. Internet marketing is a growing business mainly because more and more people use the internet every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising. It is a set of powerful tools and methodologies used for promoting products and services through the Internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the Internet.

II. MATERIAL AND METHODS

Objectives of the Study

1. To evaluate the impact of internet marketing.
2. To know the perception of traders using the Online Marketing.
3. To analyze the trend of internet marketing.

Methodology

Methodology is an essential aspect of any research or investigation. It enables the investigator to look at the problem in a systematic meaningful and orderly way. The study is based on both primary and secondary data. The primary data has been collected from Sivakasi on simple random sampling. Through this technique 200 respondents are selected from various industries. Questionnaire method is used to collect primary data from the respondents. Secondary data is collected from Magazines, Journals, Websites etc. Statistical method is used to analyse the collected data are Chi-square, percentage analysis and Multiple regression analysis. The following hypotheses were framed:

1. H₀- 1: there is no significant relationship between income and buying behaviour.
2. H₀- 2: there is no significant relationship between experience and buying behaviour.
3. H₀- 3: there is no significant relationship between educational qualification and buying behaviour.
4. H₀- 4: there is no significant relationship between frequencies of using online shopping and buying behaviour of customer.
5. H₀- 5: there is no significant relationship between impacts of buying behaviour on purchasing trends of customers.

III.RESULTS AND DISCUSSION

The primary data is analyzed and interpreted below:

TABLE I PERSONAL PROFILE OF THE RESPONDENTS

S.No.	Particulars	No. of Respondents	Percentage (%)	
1	Age	Between 20 – 25	52	26
		Between 25– 30	46	23
		Between 30 – 35	42	21
		Between 35 – 40	46	23
		Above 40	14	7
		Total	200	100
2	Marital status	Married	70	35
		Unmarried	130	65
		Total	200	100
3	Income	Below Rs.10000	12	6
		Between Rs.10001 – Rs.20000	64	32
		Between Rs.20001 – Rs.30000	68	34
		Between Rs.30001 – Rs.40000	42	21
		Above Rs.40000	14	7
		Total	200	100
4	Educational Qualification	School Level	10	5
		Diploma	8	4
		Under Graduate	88	44
		Post Graduate	38	19
		Professionals	56	28
		Total	200	100
5	Work Experience	Less than 3 Years	56	28
		Between 3 – 5 Years	84	42
		More than 5 Years	60	30
		Total	200	100
6	Frequency in using	Daily	4	2
		Weekly	10	5
		Fortnightly	52	26
		Monthly	54	27
		Rarely	80	40
		Total	200	100

Source: Primary data

Table I clearly pictures that from the sample size of 200, 26% are in the age group of 20 – 25 years, 23% are in the age group of 25 -30 years and another 23% are in the age group of 35 – 40 year, 21% are in the age group of 30 – 35 years and remaining 7% of the respondents are in the age group is above 40. Regarding marital status 65% are Unmarried and 35% are Married. With regard to income 34% are earning between Rs.20,001 – Rs.30,000, 32% are earning between Rs.10,001 – Rs.20,000, 21% are earning between Rs.30,001 – Rs.40,000, 7% are earning above Rs.40,000 and remaining 6% are earning below Rs.10,000. Regarding educational qualification 44% are have Under Graduate level, 28% are have Professionals level, 19% are have Post Graduate level, 5% are have school level and

remaining 4% are have diploma level. With regard with work experience 42% are between 3 – 5 years, 30% are more than 5 years and remaining 28% are less than 3 years experience. About frequency in using 40% are use online shopping rarely, 27% are use online shopping as monthly once, 26% are use online shopping fortnightly, 5% are use online shopping weekly and remaining 2% are use online shopping as daily.

It is identified that the p-value is less than the 0.05, and hence the null hypothesis is rejected and results are significant at 1 percent level. Hence it is concluded that “There is a relationship between income and buying behaviour.” The null hypothesis is disproved.

Hypothesis 1: There is no significant relationship between income and buying behaviour.

TABLE II IMPACT OF BUYING BEHAVIOUR AND INCOME

Buying behavior Scale	Income (Rs.)					Total
	Below Rs.10,000	Rs.10,001 - Rs.20,000	Rs.20,001 - Rs.30,000	Rs.30,001 - Rs.40,000	Above Rs.40,000	
Highly Satisfied	10	4	16	6	4	40
Satisfied	0	8	8	14	6	36
Neutral	2	24	8	8	2	44
Dissatisfied	0	14	20	8	0	42
Highly Dissatisfied	0	14	16	6	2	38
Total	12	64	68	42	14	200

Source: Primary Data

TABLE III CHI - SQUARE TEST INCOME AND BUYING BEHAVIOUR

Factors	Value	D.F.	p- Value
Income	69.462	16	0.000*

*P<0.01

Hypothesis 2: There is no significant relationship between experience and buying behaviour

TABLE IV IMPACT OF BUYING BEHAVIOUR AND EXPERIENCE

Buying behavior Scale	Work Experience			Total
	Less than 3 Years	3 - 5 years	More than 5 Years	
Highly Satisfied	16	18	6	40
Satisfied	6	6	24	36
Neutral	8	26	10	44
Dissatisfied	16	16	10	42
Highly Dissatisfied	10	18	10	38
Total	56	84	60	200

Source : Primary data

TABLE V CHI-SQUARE TEST BUYING BEHAVIOR AND EXPERIENCE

Factors	Value	D.F.	p-Value
Work Experience	36.468	8	0.000*

*P<0.01

It is inferred that the p-value is less than the 0.05, and hence the null hypothesis is rejected and results are significant at 1 percent level. Hence, the hypothesis “There is no significant relationship between experience and buying behaviour” is disproved. This shows that there is

relationship between work experience and overall impact of buying behaviour.

Hypothesis 3: There is no significant relationship between educational qualification and buying behaviour.

TABLE VI IMPACT OF BUYING BEHAVIOUR AND EDUCATIONAL QUALIFICATION

Buying behavior Scale	Educational Qualification					Total
	School Level	Diploma	Under Graduate	Post Graduate	Professionals	
Highly Satisfied	8	8	16	8	0	40
Satisfied	0	18	12	16	0	36
Neutral	0	30	2	12	0	44
Dissatisfied	0	24	8	10	0	42
Highly Dissatisfied	2	18	0	10	8	38
Total	10	88	38	56	8	200

Source : Primary data

TABLE VII CHI - SQUARE TEST - BUYING BEHAVIOR AND EDUCATIONAL QUALIFICATION

Factors	Value	D.F.	p- Value
Educational Qualification	104.858	16	0.000*

*P<0.01

It is identified that the p-value is less than 0.05, and hence the null hypothesis is rejected and results are significant at 1 percent level. Hence, the hypothesis “there is

no relationship between qualification and buying behaviour” is disproved. This show that there is relationship between educational qualification.

Hypothesis 4: There is no significant relationship between frequency of using online shopping on and buying behaviour.

TABLE VIII IMPACT OF BUYING BEHAVIOUR AND FREQUENCY OF USING ONLINE SHOPPING

Buying behavior Scale	Frequency of using online shopping					Total
	Daily	Weekly	Fortnightly	Monthly	Rarely	
Highly Satisfied	2	10	10	10	8	40
Satisfied	0	0	6	12	18	36
Neutral	0	0	10	6	28	36
Dissatisfied	0	0	16	12	14	42
Highly Dissatisfied	2	0	10	14	12	38
Total	4	10	52	54	80	200

Source : Primary data

TABLE IX CHI-SQUARE TEST – BUYING BEHAVIOR AND FREQUENCY OF USING ONLINE SHOPPING

Factors	Value	D.F.	p- Value
Frequency of using online shopping	67.123	16	0.000*

*P<0.01

It is identified that the p-value is less than 0.05, and hence the null hypothesis is rejected and results are significant at 1 percent level. Hence, the hypothesis “there is no relationship

between frequency of using online shopping and buying behaviour” is disproved. This shows that there is relationship between frequency of using online shopping.

TABLE X ONLINE BUYING BEHAVIOR – TREND

Factors	Buying behaviour	It is a new way to shopping	Purchase of new fashion and trendy products	Use debit / credit cards	Social status	Avoid going to general market	Lifestyle change	Not necessary to spend more money	Usage of internet	Shopping expense is increased
Buying behavior	1.000									
It is a new way to shopping	0.317	1.000								
Purchase of new fashion and trendy products	.447	.313	1.000							
Use debit / credit cards	.310	-.182	.101	1.000						
Social status	.243	-.169	-.028	.310	1.000					
Avoid going to general market	.245	-.091	.014	-.030	.345	1.000				
Lifestyle change	.382	.059	.131	.071	.035	.138	1.000			
Not necessary to spend more money	.060*	.013	-.079	.066	.131	.101	-.128	1.000		
Usage of internet	.407	-.140	.099	.269	.178	.338	.312	.022	1000	
Shopping expense is increased	.619	.444	.324	.127	.032	.021	.215	-.119	.022	1000

Not Significant

Above Table X, shows that correlation analysis is done to show the existing relation among the study variables namely new way of shopping, new fashion and trendy of products, use of debit or credit cards, social status, avoid going to general markets, life style changed, not necessary to spend more money, uses of

internet, shopping expense is increased. It was found that impact of buying behaviour is significantly correlated with new way shopping (r = .317, p < 0.01), new fashion of products (r = .243, p , 0.05), avoid go to general markets (r = .245, p , 0.01) life style changed (r = .382, p < 0.01), not necessary to spend more money

($r = .060$, $p < 0.01$), usage of internet ($r = .407$, $p < 0.01$) and shopping expense is increased ($r = .619$, $p < 0.01$).

IV. FINDINGS

1. Most of the respondents (26 percent) are between the age group of 20 – 25 Years.
2. Majority of the respondents (65 percent) are unmarried.
3. Most of the respondents (34 percent) monthly income is between Rs.20,001 – Rs.30,000.
4. Most of the respondents are (44 percent) Under Graduate.
5. Most of the respondents (42 percent) work experience is 2 – 5 Years.
6. Most of the respondents (40 percent) are rarely use online shopping.
7. There is a significant relationship between income and buying behaviour.
8. There is a significant relationship between educational qualification and buying behaviour.
9. There is a significant relationship between work experience and buying behaviour.
10. There is a significant relationship between frequencies of using online and buying behaviour.
11. Factor like way of shopping, use debit/ credit cards, fashion and trendy products, social status, use of internet, lifestyle changes are have impact with the buying behaviour of traders.

V. SUGGESTIONS

It is observed that respondents in the younger age are more attracted towards internet marketing, the fashion and trendy product over online markets attracts them and also results in change of life styles, hence it is suggested that online markets may be used for convenience and for purchasing things which is expensive or not easily available

in the market. Spending more money in purchasing things which is not necessary may increase expenses of individuals and their monthly budgets.

VI. CONCLUSION

Technology, advancement and innovation bring lot of changes in the way of living on such change observed in present scenario is the new way of purchasing through online as internet marketing. It is a fast growing concept, because people, feel convenient as it can save lot of time and energy even though there is no physical feel of the product, but still online markets attracts because of variety of products available. Traders using online markets should be planed and determined and they should also be aware of possible online threats.

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