

## **Customer Perception towards Online Marketing with Special Reference to Amazon and Flipkart**

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### **Abstract**

Customers use the internet not only to buy product online but also to compare prices, product features and after sale service facilities they will receive if they purchase the product opportunity for companies. In addition to the tremendous potential of the e-commerce market, the internet provides a unique to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer e-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace from a particular store. Many experts are optimistic about the prospect of online business. An online shop evokes the physical analogy of buying products or services at a bricks-and-mortar retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay. 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. Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

### **INTRODUCTION**

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 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 opportunity for companies. In addition to the tremendous potential of the e-commerce market, the internet provides a unique to more efficiently reach existing and potential customers. Although most of the revenue of online transactions comes from business-to-business commerce, the practitioners of business-to-consumer commerce should not lose confidence. It has been more than a decade since business-to-consumer e-commerce first evolved. Scholars and practitioners of electronic commerce constantly strive to gain an improved insight into consumer behaviour in cyberspace

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consumer (B2C) online shopping. In the case where a business buys from another business, the process is called business-to-business (B2B) online shopping. The largest of these online retailing corporations are Alibaba, Amazon.com, and eBay.

Online marketing refers to 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. Online marketing is also known as Internet marketing, Web marketing, digital marketing and search engine marketing (SEM).

### **Objectives of the Study**

The objectives of the study are:

- 1) To study the factors influencing the nature of perception of consumers.
- 2) To know the consumers awareness level of e-commerce /e-tailing.
- 3) To study the level of usage of online marketing service.

### **Methodology**

#### **a) Sample design**

Consumers of online marketing service are the universe for the study. The survey is conducted on the basis of sampling method, Convenience sampling is the tool used for this study. For a convenience, a sample study was conducted among the consumers which constitute 50 consumers.

#### **b) Data processing and analysis**

Appropriate mathematical and statistical tools were used for analysing the data and the collected data were also tabulated. It includes charts and diagrams. Percentages were used for the presentation and interpretation of the data.

### **Sources of Data**

The primary data were mainly for knowing the behaviour pattern of consumers towards online marketing. The primary data for the study was collected by using structured interview schedules. The secondary data for the study was mainly collected with the help of internet, journals, books etc.

### **ANALYSIS AND INTERPRETATION OF DATA**

The Internet as a global medium is quickly gaining interest and attractiveness as the most revolutionary marketing tool. The global nature of communication and shopping has as well redefined, seeing that it is the perfect vehicle for online shopping stores. Online convenient shop is mostly reflected in shorter time and less energy spent, including shipping cost reduction, less crowd and queues than real markets, unlimited time and space, which all increase convenience of shopping. Internet shopping for businesses and consumers are being accepted as an alternative shop mode rather than visiting the stores.

Every customer of today wants to maximize their satisfaction with the minimum of expenses. They are always in pursuit of finding the best available commodity or services at lowest economical price. Hence, this customer driven trend of the economy or the market is the key factor, which every business doing people must keep in their consideration in course of their business. The quality of any product or service is judged by its users or customers. So understanding the level of satisfaction of the customers is essential towards the use of online marketing

### **Personal Profile**

The total sample of the study consists of 100 customers. Table 1 shows the different demographic classification of respondents..

**Table 1 - Gender of the respondents**

Gender	No of Respondents	Percentage (%)
Male	26	26
Female	74	74
Total	100	100

Source: primary data

**Table 2- Age, marital status, educational qualification, occupation and monthly family income of respondents**

Age	(%)	Qualification	(%)	Monthly Family Income	(%)	Marital Status	(%)
Below 18	5	SSLC	0	Less than 20000	60	Married	40
18-30	45	Plus two	10	20000 – 40000	14	Unmarried	60
31-45	40	Graduation	28	40000 – 60000	6		
Above 45	10	Post – Graduation	62	Above 60000	20		
Total	100	Total	100	Total	100	Total	100

Source: primary data

Table 2 shows that out of the total respondents 5% of the respondents were age below 18. 45% of the respondents were included in the age group of 18-30 and 40% of respondents were included in age group 31-45. Remaining 10% were the age above 45. Majority of the customers are the youngsters.

Table shows that out of the total respondents 10% of the respondents were in school. 28% of respondents were graduates and 62% of the respondents are post graduates. Majority of the respondents have post-graduation degree.

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### Data Profile

#### Period of usage of online marketing

Recent years shown that a growing tendency to use online marketing service. Following table shows when the customers start to use online marketing service.

**Table 3 - Period of usage of online marketing**

Period	No of Respondents	Percentage (%)
Less than 1 year	20	20
1 - 3 year	46	46
3 - 5 year	20	20
More than 5 year	14	14
Total	100	100

Source: Primary Data

Table 3 shows that 20% of consumers start to use the online marketing service during less than 1 year and 46% comes to the category of between 1-3 year. 20% consumers included in the category of 3-5 year and 14% are comes to the category of more than 5 year. The result shows that majority of consumers are using online marketing during the period 2-4 year.

**Table 4 - Customers preference for various marketing sites**

Variables	1 <sup>st</sup> preference	2 <sup>nd</sup> preference	3 <sup>rd</sup> preference	4 <sup>th</sup> preference	Total
Amazon	60(60%)	20(20%)	10(10%)	10(10%)	100
Flipkart	30(30%)	25(25%)	30(30%)	15(15%)	100
Snapdeal	10(10%)	35(35%)	30(30%)	25(25%)	100
E – bay	0	20(10%)	30(30%)	50(50%)	100

Source: primary data

Table 4 shows that 60% respondents gave 1st preference to the Amazon and 20% gave 2nd preference. 10% respondents gave 3<sup>rd</sup> preference and 10% gave 4th preference to the Amazon. Flipkart gets 1st preference from 30% respondents and 2<sup>nd</sup> preference from 25% respondents. 30% respondents give 3<sup>rd</sup> preference to the flipkart and 15% respondents give 4th preference to flipkart. The result shows that majority of respondents give 1st preference to the Amazon, 2nd preference to the flipkart, 3<sup>rd</sup> preference to snapdeal & 4th preference to eBay. . But no respondents gave 1st preference to the eBay.

### Findings

- 1) Majority (74%) of the online customers are female.
- 2) Majority of online customers are youngsters.
- 3) Most of the online customers are unmarried.
- 4) 62% of the online customers are post-graduates.
- 5) Majority (60%) of respondents have monthly family income below 20000.
- 6) Recent years showed a growing tendency to shop online.
- 7) Most of the consumers have advanced knowledge in computer.
- 8) 100% of consumers have formal computer qualification.
- 9) Large portion of the consumers access internet from their home for online shopping.

### Suggestions

- 1) Ensure that service of online marketing is available in remote areas also.
- 2) Try to include best quality products of reputed brands.
- 3) Make purchasing as easy and stress free as possible for the customers.
- 4) Give more emphasize to customers feedback
- 5) Quality of products should be checked before its delivery.
- 6) Keep good customer relationship.
- 7) Privacy & secure Transactions should be ensured.
- 8) Dispute resolution center should be activated.
- 9) After sales service should be ensured.
- 10) Offer special incentives and discount to online customers.

### CONCLUSION

Online shopping has become extremely popular over the last decade. Because online shopping can be very convenient and beneficial. The typical internet user of the twentieth century is young, professional, and affluent with higher level of income and higher education. They value time more than money. This study indicates that Amazon and Flipkart are the favourite online marketing sites of most of the customers. Amazon is one of the most reputed names in the world of online shopping for products like eBooks, electronics, and other items. Convenience, price reduction, quality product etc. are the factors which influence the people to shop online. The overall results prove that the respondents have perceived online shopping in a positive manner.

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