CONSUMER PERCEPTION ON E-MARKETING IN BANGALORE CITY

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ABSTRACT

E-marketing is a subset of e-business that utilises electronic medium to perform marketing activities and achieve desired marketing objectives of organisation. E-marketing concept has entirely changed the perception of internet. One of the techniques which internet has provided to the industry is electronic business. This concept of electronic medium in marketing diffused slowly into the market, gradually industries started using internet for their day to day business and later it became an integral part of an industry. Internet made the big business and the small and medium business see through a single window and was able to reach almost every person on this planet. The arrival of internet in the end of 80s gave way to the creation of much technology which was embraced by industries. E-marketing is the product of the blend of modern communication technology and the age old marketing principles that humans have always applied. The present study is conducted in Bangalore with an object to study the consumer's preference and perception on e-marketing. The responses of respondents were collected randomly through pre-structured schedule. E-marketing has become process in which industries conduct business online. Efficiency, easiness in transaction, cost effectiveness, and time saving was found to be the prime features of e-marketing. This e-marketing is providing divulging experience of being Netizen and taking them to a magical world where everything falls at their feet and door.

KEYWORDS: E-Marketing, Technology, Netizen, Commerce

INTRODUCTION

Growth of internet is dramatically changing everyday everyone's life. With the World Wide Web (WWW) internet is transforming the big world into a digital global village. Customers and users have become **netizens,** expecting everything on click of the mouse. Over the decades, human being have experienced two major revolutions - the industrial and the electronic. The industrial transformed our society from agriculture to industry based, whereas the latter transformed our society from being mechanical to electronics based. As we enter the 21st century, we are seeing the beginning of a new revolution, namely the network revolution. It interconnects different parts of the world, enabling the seamless flow of information.

The World Wide Web has provided a great vehicle for marketing for many both public and private organisations. More and more, businesses are taking advantage of web's speed, efficiency and cost effectiveness to deliver return on investment from advertising and promotional campaigns not available to traditional media. E-marketing is becoming a familiar among all industries whether it is a multinational company or small and medium industries. Everyone wants to utilize e-marketing technique to enhance their performance. When the e-marketing concept comes into discussion many have confusion how this entire process works and from where this e-marketing comes from and what are its features.

The emergence of e-commerce as a new medium for the exchange of goods and services has been met with great excitement. The marketing and media both together has indicated the advent of a transparent market offering greater choice, cheaper prices, better product information and greater convenience for the active consumer. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Consumers buy a variety of items from online stores. In fact, people can purchase just about anything from companies that provide their products online. Books, clothing, household appliances, toys, hardware, software, and health insurance are just some of the hundreds of products consumers can buy from an online store.

Many people choose to conduct shopping online because of the convenience. For example, when a person shops at a brick-and-mortar store, she has to drive to the store, find a parking place, and walk throughout the store until she locates the products she needs. After finding the items she wants to purchase, she may often need to stand in long lines at the cash register.

Despite the convenience of online shopping, not everyone chooses to purchase items and services online. Some people like the idea of physically going to a store and experiencing the shopping process. They like to touch the merchandise, try on clothing, and be around other people. Online shopping doesn't permit shoppers to touch products or have any social interaction. It also doesn't allow them to take the merchandise home the same day they buy it.

Online shopping allows browsing through endless possibilities, and even offers merchandise that's unavailable in stores. If anyone is searching for a niche product that may not be distributed locally, one is sure to find what they are looking for on the internet. Even more useful ability of online market is to compare items, unlike in the other market sites. At a single point of purchasing one can search through multiple stores, compare material quality, sizes and price simultaneously.

Shopping via the internet eliminates the need to sift through a store's products with potential buys like pants, shirts, belts and shoes all slung over one arm. Online shopping also eliminates the catchy, yet irritating music, as well as the hundreds, if not thousands, of other like-minded individuals who seem to have decided to shop on the same day.

MATERIALS AND METHODS

The study pertained to Bangalore which is fastest growing metropolitan city and is highly cosmopolitan in nature. People of different religions, castes, occupations, cultures, speaking diverse languages and of different food preferences reside here. It is the Information Technology industry and Biotechnology industry hub of India, with industrial estates and numerous financial and educational institutions and so called silicon city. This city formed the universe for the study.

Bangalore, the capital city of Karnataka, is a veritable melting pot of various races and cultures. Bangalore has an estimated metropolitan population of 8.42 million, making it India's fourth largest city, fourth largest metropolitan and 28th largest city in the world by population with a decadal growth rate of 38 per cent, Bangalore is the second fastest growing Indian metropolis after New Delhi.

Bangalore city is the principal administrative, cultural, commercial and industrial centre of the state. The city, which is spread over an area of 2190 square kilometres, enjoys a pleasant and equable climate throughout the year due to its elevation. Today, Bangalore is the fastest growing city in Asia with a burgeoning population of more than four million.

According to 2011 census, the literacy rate of the city is 88.48 per cent. Its tree-lined streets and abundant greenery have led to it being called the 'Garden City' of India. However, since local entrepreneurs and the technology giant Texas Instruments discovered its potential as a high-tech city in the early 1980s, Bangalore has been seen as a major technology boom. It is now home to more than 250 high-tech companies including home grown giants like Wipro and Infosys. Consequently, now Bangalore is called the 'Silicon Valley' of India.

Data regarding consumer preference for e-marketing in Bangalore city was collected administrating pre-tested structured schedule. A convenient sampling method was adopted to select the respondents. The sample respondents were selected from different localities of Bangalore city from whom the data for consumer preference and about constraints of e-marketing was collected. A total of 120 respondents belonging to different age group and income levels and profession were interviewed.

The study was based on primary data, regarding the socio-economic characteristics of the consumers and consumer's perception about e-marketing was collected through administrating pre tested schedule which included questions regarding age, sex, income level, profession, computer and internet operation knowledge, e-marketing awareness, marketing channel and website preferred for e-marketing, purchasing frequency, problem faced while e-marketing.

Analytical Tools Used

Simple conventional method measures of central tendency was used in order to study the customers. Average and percentage analysis were adopted to examine the age group, gender, income, education and profession. Using e-marketing service users, consumer perception for e-marketing is measured. Data is analysed by categorising, scoring and tabulating the responses.

RESULT AND DISCUSSIONS

It was found that in profession, internet and computer usage level is more in employee group followed by student and other profession group. Consumers with good profession are well aware of e-marketing and other time saving electronic services shown in Table 1. It indicates that as the consumers are more familiar with computer access as with the reason that the job description is majorly equipped with interacting to the customers not only through telephone but also through internet operations.

Table 1: Profession of Respondents Involved in e-Marketing in Bangalore City

SI. No.	Category	Number of Respondents	Percentage to Total
1.	Student	45	37.50
2.	Employee	65	54.17
3.	Business	5	4.17
4.	Teacher/Professor	2	1.66
5.	Home maker	3	2.50
Total		**120**	**100.00**

The knowledge about computer operation among consumers is 100.00 per cent as it is furnished in Table 2. It is found that 94.17 per cent respondents have their own personal computers, it may be laptop or desktop and remaining 7 per cent told that they don't possess any personal computer. Among the consumers whom so ever possessing personal

computer 71.68 are having laptop, 23.90 per cent possess desktop and remaining 4.42 per cent consumers own both desktop and laptop.

Table 2: Computer Usage in e-Marketing

SI. No.	Particulars	Opinion	Number of Respondents	Percentage to Total
1.	Computer operation knowledge	Yes	120	100
		No	0	0
2.	Personal computer	Yes	113	94.17
		No	7	5.83
	If Yes, type of computer	Desktop	27	23.90
		Laptop	81	71.68
		Both	5	4.42
Total			**120**	**100.00**

It is found that internet surfing and operation knowledge among the consumers is 100.00 per cent according to the survey results furnished in Table 3. Majority of the consumer with 85.83 per cent have internet connection to browse for different purpose and remaining 14.17 per cent respondents replied that they don't have the internet connection with them. Consumers who are having internet connection used it for different purpose. When it is categorised personal usage holds 50.49 per cent followed by study (22.33), personal and study (17.48) and remaining 9.71 per cent held by business.

Table 3: Internet Usage in e-Marketing

SI. No.	Particulars	Opinion	Number of Respondents	Percentage to Total
1.	Internet connection	Yes	103	85.83
		No	17	14.17
	If yes, purpose of use	Study	23	22.33
		Personal	52	50.49
		Business	10	9.71
		Personal and study	18	17.48
Total			**120**	**100.00**

Various products are purchased through e-marketing channel. For the study four categories of products taken which is furnished in the above table. Books, music, CD and DVD product category holds majority with 54.17 per cent followed by personal care, beauty, health and perfume group of product with 51.67 per cent. Apparel and footwear product category holds 20.83 per cent followed by electronic, mobiles, pen drives category with 18.33 and the remaining 5 per cent held by other type of products includes ticket booking, software purchasing and different services.

Table 4: Perception about e-Marketing Service among Respondents in Bangalore City

SI. No.	Particulars	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1.	Round the clock trading	3(2.50)	8(6.67)	36(30.00)	55(45.83)	18(15.00)
2.	Products on the website were exactly represented	0(0)	7(5.83)	30(25.00)	66(55.00)	17(14.17)
3.	The same products shown on the website were delivered	0(0)	7(5.83)	24(20.00)	66 (55.00)	23(19.17)
4.	Product delivered within stipulated time	3(2.50)	6(5.00)	19(15.83)	65 (54.17)	27(22.50)
5.	Choice for selection of product on website	0(0)	4(3.33)	20(16.67)	66 (55.00)	30(25.00)
6.	Immediate response for queries related to product and /or service	1(0.83)	12(10.00)	35(29.17)	57 (47.50)	15(12.50)
7.	Competitive prices on online shopping	4(3.33)	6(5.00)	25(20.84)	64 (53.33)	21(17.50)
8.	Provision for sufficient information about product and / or services on website	0(0)	3(2.50)	25(20.83)	69 (57.50)	23(19.17)
9.	Easily completed transaction	0(0)	7(5.83)	24(20.00)	68(56.67)	21(17.50)
10.	Security features provided by website	0(0)	9(7.50)	31(25.83)	56 (46.67)	24(20.00)
11.	Exchanging provision for product/service within stipulated time	6(5.00)	16(13.33)	41(34.17)	49 (40.83)	8(6.67)
12.	Discounts and offers provided as per details on website	0(0)	2(1.67)	27(22.50)	73 (60.83)	18(15.00)
13.	E-marketing is cost effective	2(1.67)	7(5.83)	24(20.00)	65 (54.17)	22(18.33)
14.	Familiarity about the product and/or service among the company employees to answer the queries	0(0)	0(0)	33(27.50)	65 (54.17)	22(18.33)
15.	Misuse of credit/debit card	17(14.17)	39(32.50)	36(30.00)	22(18.33)	6(5.00)
16.	Fun giving experience on e-marketing purchase	5(4.16)	14(11.67)	45(37.50)	48(40.00)	8(6.67)
17.	E-marketing service enhance purchasing frequency	1(0.83)	5(4.17)	35(29.17)	67(55.83)	12(10.00)
18.	Company's good interaction with customers after sales service	3(2.50)	6(5.00)	44(36.67)	59(49.16)	8(6.67)
19.	Money back offer (for non-satisfactory product/ service	7(5.83)	13(10.83)	44(36.67)	45(37.50)	11(9.17)

The perception for e-marketing among consumers is given in above table. In this table there are nineteen statements which are assigned with five ratings as "strongly disagree", "disagree", "undecided", "agree" and "strongly agree". Majority of the statements were rated under "agree" rating with different percentages which includes round the clock trading (45.83%), products on the website were exactly represented (55.00%), The same products shown on the website were delivered (55.00%), Product delivered within stipulated time (54.17%), Choice for selection of product on website (55.00%), Immediate response for queries related to product and /or service (47.50%), Competitive prices on online shopping (53.33%), Provision for sufficient information about product and/or services on website (57.50%), Easily completed transaction (56.67%), Security features provided by website (46.67%), Exchanging provision for product/service within stipulated time (40.83%), Discounts and offers provided as per details on website (60.83%), E-marketing is cost effective (54.17%), Familiarity about the product and/or service among the company employees to answer the queries (54.17%), Fun giving experience on e-marketing purchase (40.00%), E-marketing service enhance purchasing frequency (55.83%), Company's good interaction with customers after sales service (49.16%) and Money back offer (for non-satisfactory product/service) is with (37.50%). Whereas Misuse of credit/debit card statement holds "disagree" rating with 32.50 per cent.

CONCLUSIONS

E-marketing found as most easy and convenient way of marketing of products at a single point with multiple choices of multiple brands. The study concludes that since e-marketing found as convenient marketing spot the percentage of perception about e-marketing among the respondents was fair enough of about eighty five percent. Eventhough it needs amelioration in its strategies to make the customers to feel the joy and flavour of traditional marketing. Since the study was oriented towards only four categories of products there is vast scope for the new generations to concentrate on the other components too.

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