THE EFFECTS OF INTERNET MARKETING AND E-CONSUMER PURCHASE BEHAVIOR

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ABSTRACT

Online shopping has good examples of the invention of business world. Most of the people have been prefer purchasing goods and services through online mode. Consumer can easy to understand, access and further information about product and services gathered from internet services as data base. So, an Internet marketer has absolutely provided full product description for their viewers with the help of internet platform. Large number of product items and services are available in online website greater than retail shop. This study was based on primary data and a questionnaire survey was employed for getting responses from 200 respondents. This study is aimed primarily to know about the behavior of consumer towards online shopping and focus on factors which internet buyers hold in mind while shopping online.

Key words: Online mode, internet services, internet marketers, viewers, product items, internet platform, retail shop.

INTRODUCTION

Internet market has provides more convenient for sales and buys of product and services. Internet shopping is the form of electronic commerce whereby consumers directly purchase product   and services from a seller over the internet using a web browser. It is a form of electronic commerce .An online shop, e-shop, e-store, internet shop, web shop, web store, online store, or virtual store evokes the physical analogy of buying goods or services at a bricks –and-mortar retailer or in a shopping center.

The process is called business-to-consumer online shopping. When a business buys from another business, it is called business-to-business online shopping. Different varieties of product are available in online stores.

Many companies are running their online portals to sell their product or services online. All the products in online stores are description though text, with photos and with multimedia files. Many internet providers will provide link for information about their product.

COMMUNICATION PROCESS TRADITIONALLY

MANUFACTURING COMPANY

WHOLE SALER

FEEDBACK

RETAILER

END USER
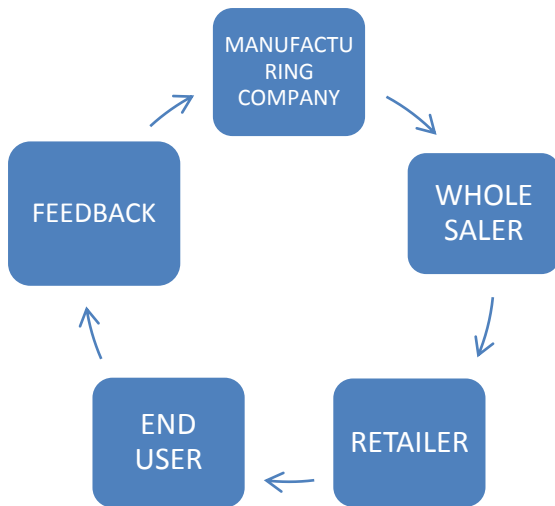
Monologue
Mass communication process
One way process
Not Dynamic
Less   customer interaction
Hard   to manage the customers
After using internet (aii factor integrated with internet)

Dialogue
Real -time
One-to-one marketing process
Dynamic in nature
Collaborative
High customer interaction
Good managing the customer data

SELLER

CUSTOMER

MANUFACTURING COMPANY

INTERNET

RETAILERS
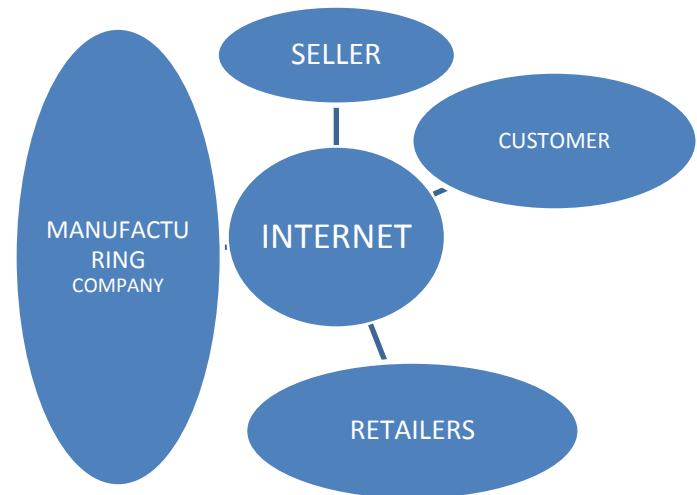
Internet shopping in India has emerged as one of the fastest growing market and today a most trend which people is using to buy any assets. With the growth over the last five years, many of the businesses have now shifted only and the most successful among them are those who have invested huge amount for opening an online shopping site in India

The developing use of online in India has created a basis for tremendous prospects for internet sellers: knowledge of factors influencing consumer purchasing behavior can help sellers develop their marketing tactics to convert their potential consumers into actual one.

REVIEWS

Zivile and Gintare (2006). It reveal that the purpose of this paper is to look at the factors driving online shopping and to develop an understanding f the factors influencing the online shopping by the consumers. This study done by exploring the factors that encourage consumer to shop analysis of such advantages as security, fast delivery comparable price, convenience, cheaper prices and wider choice. This research explores how online shopping can be affected by such factors as age, gender or occupation. His study has showed   that in most cases shopping in e-stores is preferred for its convenience and simplicity. His   analysis of the socio- demographic characteristics of the respondents has showed that women prefer to shop online because of lower prices of products offered, and men more value faster and more convenient shopping. His conclude the most important factors of online shopping were analyzed based on age groups and it was found that 25-34 year old people more soften choose online shops because of lower prices and greater variety of product.

Sam, Sharma (2015) explores the factors affecting consumers' decision to shop online, and how the decision can be affected by product type. The results' showed that an important factors influencing the consumer's decision to buy online is an availability of product information on website. Ease of use is another encouraging factor to buy online.

Gefen's (2000) research indicated that consumer trust influences purchase intentions. It is relatively far more difficult for E-stores to gain online buyers 'trust in comparison to brick-and-mortar stores, as higher level of risk and uncertainty are associated with online buying.

STATEMENT OF THE PROBLEM

Internet marketing provided more opportunities to sellers for selling their product and to buyer for purchase their convenient product via internet marketing. More people are purchased cosmetics, dress materials, home appliances, sports materials, books, kitchen sets, and highly electronic and durable goods through online trade. Some of the people prefer make for purchase in online than retail shop. So, because create a keen competitions among the online sellers. In order to line this competitive situation the internet marketers need to identified the needs and of online consumers and deliver products accordingly. Marketers should convert the potential viewers into actual customers, he need to study what are the motivating factors which influence customer to purchase through internet.

OBJECTIVES

- o To study the consumer behavior of purchasing via online marketing.
- o To know the influence of various motivating factors of online purchasers.

SAMPLING DESIGN

The sample size of the study is 200 and the sample design used in this study is random sampling method. The primary data were collected from many online consumers and online viewers.

DATA ANALYSIS

Table –I: Primary factor influencing the product preferences

S.No	Factors	No.of respondents	Percentage
1	Quality of the product	62	31
2	Price factor	46	23
3	Mode of payment	36	18
4	Delivery system	32	16
5	Convenient	24	12
Total		200	100

Source: Primary data

The above table shows the primary factors which highly influences the respondents' in the quality of the online products. Among the various factors, it is inferred that the quality plays the important role purchase as chosen by 31 percent of the respondents. It is followed by price factor with 23 percent.18 percent of respondents preferred Mode of payment as on important factor, 16 percent of respondents preferred for Delivery system. Only 12 percent of the respondents preferred Convenient.

Table –II: Motivating Factors

S.No	Motivating factors	No.of respondents	Percentage
1	Family members	20	10
2	Friends	116	12
3	Neighbours	24	58
4	Television	28	14
5	e-mail advertisements	12	6
Total		200	100

Source: Primary data

The table –II stated that motivating factors of on-line purchase behavior –viz category of the sample respondents. Out of the total sample respondents,10% of the sample respondents come under the family member,12% of the sample respondents come under the friends, 58% of the sample respondents come under the Neighbours,14% of the sample respondents come under the telivision,6% of the sample respondents come under the E-mail advertisement.

SUGGESTIONS

o   The influence of on- line media is very much important to get attention of consumers towards their product. Internet marketers should take necessarily steps to improve their advertising strategy.
o   This study analyses the consumer preference and their expectations on purchasing product through on-line mode.
o   Consumers are highly convinced by neighbours, when compared with other four motivating factors.
o   Consumer must give more importance to product quality than other primary factors-viz the consumer has think in mind-the good quality of the product is the best than all

CONCLUSION

Internet has grown rapidly. Likewise internet marketing has developed in very fast in globe wise. Internet marketer should follow many consumers and viewers. Viewers are becoming consumer in future. The evaluation of consumer behavior is not an easy. Consumer mind is changing in every day by day. internet product are widely purchased and used by people in recent days and hence the number of internet players enter into this business has increased considerably .internet marketers try to identify the consumer's attitude, preference, taste, needs and wants towards online product. Internet marketers should provide good quality of product to consumer for their company survival

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