



IMPACT OF ONLINE MARKETING ON CONSUMER BUYING BEHAVIOUR AND SHIFTING PARADIGM IN AHMEDABAD

Chinmay A. Gandhi
Research Scholar, Gujarat University.



ABSTRACT :

On the Internet, a medium that has already established its effectiveness in marketing activities, changes take place with surprising pace. The recent outburst of social networking applications and websites and their number of users has captured the marketers' attention. Companies have started to rework their relationships with consumers and acclimatize to the new online world. In this virtual world, online shoppers are a key factor. The swift development of the internet has a profound impact upon the worldwide marketing environment. Currently it has become one of the most popular approaches for online trade. Businesses have been coming up with inspired ways to promote their products and services via internet. Thus it explains how modern market is replacing the traditional markets. This is a small effort to gauge the satisfaction level of a customers in their online shopping experience. Generally, the success of online shopping essentially depends on the customer satisfaction during their purchase.

KEYWORDS : *online marketing, onlineshopping satisfaction.*

1. INTRODUCTION

The wide use of internet and the swift growth of technology have created a new market for both the customers and businesses. Presently internet is not just another medium to get intouch with customers, but it is akey element of a channel to find potential customers as well as achannel to prolong relationship with existing customers (**Alam et al., 2007**).

Online shopping is still new and customers are less familiar towards it (**Haque and Khatibi, 2007**). Anyhow, the online shopping in Ahmedabad hasbegun to grow.Hence it is important for the B2C segment to focus on issues that influence thecustomer's satisfaction. Internet marketing plays a strategic role in advertising. It helps in attracting potential customers. Moreover,it is important for the retailers to ensure that the customers have a convenient shopping experience. Thus, the retailers can expect the customers to visit their site again in the future, as well as attractnew customers.

Essentially, the idea of online shopping is to lead customers to a convenient and easy way ofshopping. Customers save their time and money, plus get all the productinformation in few minutes. Moreover, online shopping can be done anywhere,anytime according to their convenience.

This research intends to study three main criteria that contribute to customer satisfaction in Ahmedabad.These are:

- Quality of information,
- Quality of purchase experience
- Quality of post-purchase satisfaction.

2. LITERATURE REVIEW

In this era of modern technology, online shopping is quite easier and enjoyable. With just a few clicks and in a few minutes anyone can jump from a grocery store to electronic store just as in malls. What is more exciting is that it can be done across the geographical boundaries and at any time of the day or night. The internet has become the world's largest marketplace and revolutionized the ancient technique of buying and selling goods and services. It is very clear to see why customers are switching on their computers instead of driving to the supermarkets. Today, online shopping has become extremely convenient and user friendly. Price comparison for different products can be done via the websites. Customers are able to save so much of their time and money. There is no more need to drive to the malls and look for a parking slot to park their vehicles. By sitting in front of their computers, customers can get products reviews. Online shopping also helps customers in sending gifts, birthday cake and cards to family and friends (**Rosario, A. et. Al. 2016**).

There are a few disadvantages of online shopping. One of the main is safety of payment modes. People are aware about credit cards frauds resulting from the hacking of pin numbers of credit cards. Shopping is sometimes a good pastime and people love shopping along with having a dinner with family or friends. This pleasure is lost in the virtual world. Bargaining is an impulsive habit of Ahmedabadi (Residents of Ahmedabad) and the pleasure of striking a good bargain is lost. Another factor that contributes to this issue is that, sometimes there is a delay in delivery of the product. Delivery period is also a deterrent in case of urgent requirements. These factors have been discouraging people from Ahmedabad to go for online shopping but it would not be out of place to mention that these deterrents affect customer elsewhere also.

There are more factors that have been found based on other researchers. The quality of the website can be determined by a few factors such as ease of use, usefulness, and ease in navigating etc. (**Radovan & Igor 2013**). Web design checklists have been developed to focus on features such as loading time, color and font size, navigability and active links (**Zhang et al., 1999**). Basically, to establish one's business, the ability to build effective marketing web sites has become a crucial requirement for survival in the world of internet marketing. Ease of use of the website has an indirect influence on online shopping behaviour. Certain websites require customers to key in a lot unnecessary details. The product pictures take unusually long time to download. This concern reduces the perception on the ease of online shopping (**Kothawade, Agarwal, 2016**). According to (**Krishna, R.N., 2016**) the main features for website design would be user-friendly interface and an interactive site. (**Kalia, P. 2016**) assumes that website design often directly affects the perceived trustworthiness of the business. The first impression of the website may strongly influence the development of trust, and effective communication may assist in trust maintenance. Therefore, a website design plays an important role in satisfying customers, where it builds a relationship with the customers even before they purchase the product. **Haque and Khatibi (2007)** acknowledge that familiarity and confidence are two important factors influencing online shopping. For example, familiarity of consumers with a product is created when there are successful sales histories. The concept of trust will affect a number of factors essential to online transactions, which include security and privacy. Without trust, development of online shopping can't reach its potential (**Rosario, A. et. Al. 2016**). (**Krishna, R.N., 2016**) points out Trust as the dimension of a business relationship that determines the level to which each party can rely the promise offered by another. A customer enters into a transaction only if he feels confident that the product delivered will be as promised. (**Kalia, P. 2016**) agree that, it is essential to understand the factors that create a sense of trustworthiness, so that business can ease customer's concerns and improve their reliability of online shopping.

Lack of trust is a major deterrent for online shopping. Customers would prefer to purchase online in case of branded goods. **Alam et al. (2007)** acknowledge that many customers have concerns over security issues and they lack confidence in the current setup of online shopping. Security means different things to different customers. Security concerns revolve around payment terms and receipt of goods.

It is usual that customers do always seek for websites that contain well presented information. **Goupta, & Gandhi, (2015)** expressed that, without a good quality of information in a website, it can probably lead failure to business. Information in website is important as it represents a professional image of the business. For an instance, quality information in a website can contribute to add value to the customers. **(Kalia, P. 2016)** acknowledge that, one of the most important criteria of a website is that, it should contain readable text. Other than that by having more valuable information or descriptions of the products, customers will have more information to make decisions. It is crucial, to have a useful information and error-free, where the probability to sell the products or services will be higher. Customers may don't prefer to visit the website if they found any inaccurate text. This can become a factor of customer losing confidence in the business. In general, customers will be motivated to visit the website again since they can rely of the information that being offered. Plus, businesses have to make sure that, their website is frequently updated with the latest content and updates, this helps to build credibility and reputation of business by providing evidence of the business expertise in the particular field. In a way, this indirectly encourages customers to purchase from the business **(Goupta, & Gandhi, (2015))**. Overall, the content in the website should meet the needs of the target market, where it should be able to add value for the customers who visit the website. This can bring a positive influence towards customers during their online shopping.

Since during online shopping customer are not able to interact with the business, service providers or the Retailers, it is crucial to provide customer with a good customer service via online. **Jeong and Lee (2010)** express that, service represents intangible activity of benefit provided by the business to their customers. It is common that every customer would need his or her queries to be treated with the similar urgency of face-to face purchase. It shows that, it is crucial to business to be effective in managing customer service relationship **(Kothawade, Agarwal, 2016)**. Other than that, customers do look for continuous and effective communication service across the geographic barrier **(A. TĂLPĂU & T. VIERAȘU, 2014)**. It is important to maintain a good relationship with customer at least until they have received their product and it is also necessary to provide any additional relevant services in the future. Moreover, any delay in delivery can contribute to negative effects on customer satisfaction **(Liu et al., 2008)**. Generally, it is an important aspect to delivery products and services as being promised to the customers. In addition, it's also crucial to make sure that the customer has been delivered the right product as per their purchase. The packaging of the product has to be given importance as well, since it does add value to the customer's satisfaction. A customer would be pleased to see their product been delivered in a good condition, in good way, according to their expectations **(Kala Deviet. Al. 2013)**. On the whole, a customer satisfaction is conceptualized as the result of consumption experience, for an example, the recognition felt by a customer that the price paid is rewarded in proper or improper manner **(Jeong and Lee, 2010)**.

3. METHODOLOGY

Quantitative approach is used to study the objectives. Data is collected for this research by survey by using "questionnaire data collection". All the participants of this survey were requested to give complete answers of the questions asked. SPSS was used to analyze the data. The Primary objective of the paper is to understand the Impact of Online Marketing on Consumer Buying Behaviour and Shifting Paradigm in Ahmedabad. Secondary objectives were to identify online shopping is convenience of online shopping, saving of time and energy. Other secondary objective was to know the satisfaction towards return policy.

The findings are based upon 100 respondents in this study. A research framework has been presented which shows the relationship of information quality, purchase quality and post-purchase customer satisfaction. In this research, the researcher has done one way anova test along with frequency. There were a few hypotheses before the research which are answered in the paper.

4. ANALYSIS AND FINDINGS

In this paper the data was analysed on various parameters. Out of the total respondents, 66% were male and 34% were female. More than 75% of the respondents were below 27 years old.

The present scenario shows that 55% of the respondents executed an online purchase transaction at least once a month. Electronic gadgets and garments are the most popular products. 70% of the respondents have expressed satisfaction over the range of products offered in online sales.

One of the major threats for online shoppers is the quality of the product. As the demo of the product is not available and around 45% respondents feel that the not availability of the demo, that restricts them to buy from online as they feel the quality of the product is a big question. Non availability of the demo is a deterrent for 45% of the respondents. This should not be confused with the quality of the product as it has been noticed that 50% of the respondents are highly satisfied about the quality.

More than 50% people are highly satisfied with the online shopping. There are various reasons for the satisfaction for e.g. timely delivery of the product, various available payment options, time and energy saver, additional gifts and voucher facility and return policy which generates the confidence in the buyer.

H0: There is no relationship between online shopping is more convenient and people are satisfied with the same.

Here the significance level is again .000 which is lower than .05. So our null hypothesis has been rejected so we can say that Convenience is one of the major reasons for overall satisfaction.

H0: There is no relationship between time & energy savings and satisfaction for online shopping.

Here the significance level is .001 which is lower than .05 so our null hypothesis has been rejected and so we can say that savings of time and energy is one of the reason for overall satisfaction.

H0: There is no relationship between return policy satisfaction and satisfaction for online shopping.

Here the significance level is .000 which is lower than .05. So our null hypothesis has been rejected so we can say that return policy is one of major reason for overall satisfaction.

H0: There is no relationship between Recommendation and satisfaction for online shopping.

Here the significance level is .004 which is lower than .05. So our null hypothesis has been rejected and we can say that satisfied people will recommend online shopping to their friends and relatives.

5. CONCLUSION

The study shows that people are highly satisfied towards online shopping. So the future of online marketing is very bright.

Online marketers are having a big potential market to explore. Thus, Retailers can give more importance to online marketing.

Retailers should offer higher discounts to attract potential customers of online shopping. Their sales will increase and they will be able to afford higher discounts.

Return policy is one of the major reasons behind the rapid success of online shopping. It generates the confidence in the buyer and more than makes up for the lack of demo. It wins the trust and confidence of customer.

In India, the sales of smart phones have been increasing. So online marketers can penetrate the market by creating applications for shopping. This idea will boost their sales and will make online shopping more popular, easier and more comfortable.

REFERENCE

- Alam, S. S., Khatibi, A., Ahmad, M. I. S., & Ismail, H. B. (2007). Factors affecting e-commerce adoption in the electronic manufacturing companies. *International Journal of Commerce and Management*, 17(1/2), 125-139.
- ANA BABIĆ ROSARIO, FRANCESCA SOTGIU, KRISTINE DE VALCK, and TAMMO H.A. BIJMOLT, (2016), The Effect of Electronic Word of Mouth on Sales: A Meta-Analytic Review of Platform, Product, and Metric Factors, *Journal of Marketing Research*, 297-318
- Bacík Radovan & Fedorko Igor, 2013, *New Trends in Marketing, Modern Economy: Challenges, Trends and Prospect*, 39-47
- Goupta, T. Gandhi, D, (2015), Online Market - Future of Shopping in India, *International Journal of Advanced Technology in Engineering and Science*, 90-94
- Haque, A., & Khatibi, A. (2007). The impact of internet marketing on customer satisfaction: A study Malaysian perspective. *Journal of Mobile Communication*, 1(1), 29-35.
- Jeong, Y., & Lee, Y. (2010). A study on the customer satisfaction and customer loyalty of furniture purchaser in on-line shop. *The Asian Journal on Quality*, 11(2), 146-156.
- Kala Devi Vegiayan, Chee Wei Ming & Muhammad Lufti Osman Harun (January, 2013) *Online Shopping and Customer satisfaction in Malaysia*. *International Journal of Marketing Practices- IJMP*
- Kothawade, M. Agarwal, P. (2016), Cybercrimes: An Indian Perspective, *International Journal of Engineering Science and Computing*, 3863-3870
- KRISHNA, R. N. (2016), Celebrity Endorsements - The Flip Side and the Consequences, *Asia Pacific Journal of Research*, 665-684
- Liu, X., He, M., Gao, F., & Xie, P. (2008). An empirical study of online shopping customer satisfaction in China: A holistic perspective. *International Journal of Retail & Distribution Management*, 36(11), 919-940.
- Prateek Kalia, (2016), Determining Effect of Webographics on Customer's Purchase Frequency in Retail, *Journal of Internet Banking and Commerce*, 17-41
- Rajesh Bhargave, Antonia Mantonakis & Katherine White, (2016), The Cue-of-the-Cloud Effect: When Reminders of Online Information Availability Increase Purchase Intentions and Choice, *American Marketing Association*, 699-711
- TĂLPĂU & T. VIERAȘU *ONLINE MARKETING STRATEGIES, 2014 – UK AND ROMANIA* Bulletin of the *Transilvania University of Brașov* • Vol. 5 (54) • No. 2 - 2012 Series V: Economic Sciences
- Zhang, P., Von Dran, G. M., Small, R.V., & Barcellos, S. (1999). Websites that satisfy users: A theoretical framework for web user interface design and evaluation. *Proceedings of the 32nd Hawaii International Conference on System Sciences*. 8(11), 27-40



Chinmay A. Gandhi
Assistant Professor, Faculty of Management, GLS University, Ahmedabad, India.