

A Study on Consumer Perception towards Internet as a Marketing Tool

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Abstract

In this biosphere of digitalization, internet marketing is a trend that is sweeping across the entire world. The tendency of internet promotion is growing gradually with the concept of internet advertising that is turning into an essential platform of internet publicising along with the automated gadgets like the cardinal billboards, portable, tablets and smart phones, gaming, supports, and many such gadgets that help in cardinal marketing. Internet with its advanced digital promotion has created a position in online stores competing with the straight stores showing the power of online advertising. The training analyzes how internet has brought in a grouping cardinal and online advertising strategies to flourish and make it large in the numerical marketing division. The education also deliberates how internet has had a giant achievement in the online marketing part as they carried in fresh insights into the digital advertising field. An organised survey with rating scales is used to collect the primary data covering 100 samples. Secondary data is also used for the study. Sampling techniques adopted for the study is simple random sampling. Weighted Average method and chi square test are the tools used for the analysis. Digitalized advertising is going to be the highest on the program of many venders, and they strengthen to be looking for advanced ways to market online, shrink cost per lead, rise click – through – taxes and adaptation rates, and realise what's warm in digital advertising.

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INTRODUCTION

Marketing is the revision and organization of exchange relations. Marketing is used to generate, keep and please the customer. With the client as the focus of its actions, it can be determined that Advertising is one of the best mechanisms of Commercial Management - the other being Innovation.

Internet has transformed the outdated way of consumers shopping and ordering goods and service area. With a speedy pace it changed into a spectacle which is internationally accepted. This fiction on consumer mindset for online obtaining decisions intensive on identifying the factors which affect the

inclination of consumers to engage in online spending.

Consumers use the internet not only for linked shopping, but also to match prices, product sorts and after auctions service facilities. Customers move concerning the simulated stores for profitable offers and a better shopping involvement and at the same time, there is a noticeable drop in the sales volume of the physical stores even at the peak merry periods like Diwali and Eid. In customer behaviour research, there are over-all models of ordering behaviour that depict the process which customers use in making a buying decision. These models are very important to marketers as they have the ability to explain and predict consumers' purchase behaviour. The typical consumer purchasing executive theory can be considered as a continuum extending from routine problem-solving behaviours, to limited problem-solving behaviours and then towards wide problematic solving behaviours.

INTERNET MARKETING

Internet advertising is the practice of leveraging web-based stations to spread a message about a company's brand, merchandises, or services to its possible customers. The techniques and methods used for Internet marketing include electronic mail, public media, display promotion, search train optimization, and more. The impartial of advertising is to reach potential clients through the stations where they spend time reading, searching, shopping, or socializing online.

Widespread adoption of the Internet for business and personal use has generated many new networks for publicity and marketing arrangement, including those stated above. There are also several benefits and challenges inborn with virtual marketing, which uses mostly digital modes to attract, engage, and change virtual guests to consumers. Internet publicizing differs from olden marketing, which has archaeologically included mediums like design, billboard, boob tube and radio announcements.

BENEFITS OF INTERNET ADVERTISING

A main benefit of using virtual channels for advertising a business or product is the capacity to measure the influence of any given network, as well as how invitees acquired through altered channels cooperate with a website or mooring page involvement. Of the guests that convert into remunerating customers, additional analysis can be done to regulate which networks are most operative at acquiring valued customers.

INTERNET PROMOTION TOOLS

There are a numeral of gears that can be used to build and retain a healthy online promotion program:

- Communication Marketing
- Public Media Marketing
- Display Promotion
- Search Engine Advertising (SEA)
- Proceedings & Webinars
- A/B Analysis & Online Optimization
- Comfortable Marketing
- Audio-visual Marketing
- Marketing Examination
- Marketing Mechanisation
- Customer Rapport Management (CRM)
- Content Managing System (CMS)

STATEMENT OF THE PROBLEM

The effect of internet marketing through consumer on consumer purchasing decision and brand perception across internet marketing. The speed of technology and adoption presents unique challenges for businesses. In this competitive world internet marketing place a very important role. Some of the people get a good result in the marketing which is done through internet. The study seeks to examine the growth of the marketing which is done through internet

SCOPE OF THE STUDY

- There is a wide-ranging Internet Advertising scope at current as the digital media is the new-fangled media that all of it with the help of internet and has showed to be the firmest medium of mass announcement.
- Digital advertising points to a group of systems used in supporting or promotion products or amenities on the Internet
- The number remains explanatory enough of the demand of internet marketing jobs in India as well as the Digital Marketing scope in India.
- The industry is at a prosperous which is why there are quite large number of job openings and new firms beginning up.
- In India, the choice of digital selling is very widespread. Nowadays, firms and enterprises have happening to accept digital publicising to propagate up.
- The world is money-making and it is digitalized. All the concerns in India will have an operational incidence and providing digital presentation job openings.

STUDY ON THE OBJECTIVES

- The main objective is to explore and investigate internet as a marketing tool.
- To know how the internet is used in marketing.
- To estimate customer satisfaction towards internet as a marketing tool.

RESEARCH METHODOLOGY

SAMPLE SIZE

The study consists of the population in certain regions of Coimbatore city. It comprises of 100 respondents from Coimbatore city spread across various socio-demographic profiles.

SOURCES OF DATA

Both primary and secondary data are used here to accomplish the objective of the study. The primary data has been conducted through the questionnaire from the customer. The questionnaire is designed in a systematically manner covering adequate and relevant questions which is useful to study. The theoretical aspects of the study are collected from various sources which include books, journals, magazines, website and other related projects

SAMPLE TECHNIQUE

Sampling techniques adopted for the study is simple random sampling for the assortment of primary data.

STATISTICAL TOOLS

The purpose of the data examination and understanding phase is to convert the data pool into credible proof about the expansion of the involvement and its presentation by using statistics preparation to organizing, describing and interpret the data for analysis.

- Weighted average method
- Chi square method

LIMITATIONS

- The study was conducted in and around Coimbatore area only. Hence the results may not be applicable to other geographical areas.
- The study is imperfect to the trial size of 100 respondents only.
- The research has been composed statistics by convenient selection using survey and there is a option of certain abnormalities.

REVIEW OF THE LITERATURE

Matthias B. Schulten, Michaela Rauch. (2015), this online raffles are a real means to produce leads. However, the excellence of these chiefs is debateable, resulting in a snowballing number of firms begins to enquire the focus of their raffles and fights. Surprisingly, the accessible literature offers actually little gen on gaining attractive customer segments concluded online raffles and contests. The contemporary study displays that establishments should quintessence on the section “Companies” and, concerning contest growth, expressly regard the task of the tournament as well as the lead type. Additionally, it demonstrates that bright modification of prize worth and participation situations may deter “Prize Maximises” and “Statistic Minimizers.”

Robert Grant, Rodney J. Clarke, Elias Kyriazis. (2013), this reading shows major tasks for virtual seller website processes is serving evidence that sees visitor needs at a agreed point in their acquisition process. The difficult arises from the convolution of human performance, as well as fluctuating needs with the advancement of customer information and services through the acquisition process. The most problematic part, however, is decisive the

belongings of evidence provided on the position, as well as from other foundations that the customer may admission, and forestalling resulting customer needs. This paper deliberates the charities and limitations of current modelling techniques and utility studies of online consumer information to model customer needs in actual time. An another basis for present client need assessment is planned using tick stream and consumer’s idea data collective with online material utility to permit more operative information helping. This needs further theoretical research and deviations in consultant online publicising actions.

DATA ANAYSIS AND INTERPRETATION

WEIGHTED AVERAGE METHOD

Weighted average score method is more accurate measure of score of investments that are relatively important each other. Subjective grade is simply the regular of set of results, where each set transmits a dissimilar amount, the data morals with superior weights donated more too partisan mean and statistics with smaller bulks donate less to be biased mean.

TABLE NO – 1

TABLE SHOWING LEVEL OF AGREEMENT IN INTERNET MARKETING

Criteria	Total Score	Weighted Average Score	Rank
Advantage out- weight	224	2.24	6
Good place for marketing	417	4.17	2
Bad influence for children	409	4.09	3
Comfortable with internet	459	4.59	1
Time Waste to business people	265	2.65	5
Internet Advertisement is easy to updated	404	4.04	4

INTERPRETATION

The weighted average score has been carried out in this study to know the respondents overall satisfaction with factors influencing to internet as a marketing tools. In the above table Comfortable has been ranked with highest score of 4.59; Good place has been graded next with the total of 4.17; Bad influence for children has been graded third with the total of 4.09; Internet advertisement has been ranked with score of 4.04; Time waste has been ranked with score of 2.65; Advantage has been ranked least with the score of 2.24..

CHI SQUARE TEST

Chi square experiment is the non-parametric exam of important difference among the experiential distribution of data between the observed distribution of data in the middle of classifications and except supply based on the null hypothesis. The examination is one of the humblest and most broadly used non-parametric tests in arithmetical work. It was primary used by Karl in the year 1900.

TABLE NO. 2

TABLE SHOWING THE CORRELATION BETWEEN GENDER AND INTERNET ADMITTANCE

Null Hypothesis (H0) = There is no momentous connection between the sex and internet access.

Alternative Hypothesis (H1) = There is an important relationship between gender and internet admission.

SIGNIFICANCE LEVEL = 5%

Calculation value	Table value	Degree of Freedom
8.84	7.81	3

Source: Prime data

INTERPRETATION

In the overhead analysis, the intended value (81.5) is superior to the bench value (7.81) at the flat of 5%

consequence. Hence, null hypothesis is forbidden and another hypothesis is putative, thus there is substantial relationship among the gender and internet admittance of the defendants

TABLE NO. 3

TABLE SHOWING RELATIONSHIP BETWEEN AGE AND WEB BROWSER

Null Hypothesis (H0) = There is no noteworthy association among the phase and network browser.

Alternative Hypothesis (H1) = There is an important connection concerning the age and web browser.

SIGNIFICANCE LEVEL = 5%

Calculation value	Table value	Degree of Freedom
22.61	25.00	15

Source: Prime data

INTERPRETATION

In the overhead analysis, the considered value (22.61) is fewer than the table top value (25.00) at the flat of 5% consequence. Hereafter, null hypothesis is recognised and substitute hypothesis is forbidden, thus there is no momentous relationship among the age and web browser of the defendants

FINDINGS AND SUGGESTIONS

FINDINGS

- The weighted average score has been carried out in this study to know the respondents overall satisfaction with factors influencing to internet as a marketing tools. In the above table Comfortable has been ranked with highest score; Good place has been ranked second with the score; Bad influence for children has been ranked third with the score; Internet advertisement has been ranked with score; Time waste has been ranked with

score; Advantage has been ranked least with the score.

- There is a momentous relationship between genders in addition to internet access of the respondent.
- There is no important association between age and web browser of the defendant.

SUGGESTIONS

- It is suggested that the existing internet marketing tools which are established for marketing's, need to be followed the marketing strategies.
- The internet marketing is suggested to make use of the available information's and infrastructure for the success of marketing management system.
- There is a need to maintain a smooth and cordial relational ship with the so-called customers.
- It is also advised to follow the latest technology as internet marketing for continuous and successful marketing strategy system.

CONCLUSION

As a conclusion for this investigation study is to discover and examine shopper awareness near to internet as a marketing tool. Marketing is more beneficial to business concern and consumer. Consumers are highly increased and attracted towards internet marketing. The internet is a powerful tool for strengthening relationships. Customers are comfortable with internet marketing and they agree that it gives better service.

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