



SHOPPERS' ONLINE DESTINATION – A STUDY OF MARKETING MIX IN ONLINE SHOPPING

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INTRODUCTION

Trade and commerce develops with the modern inventions of technology. The up-to-the-minute invention of commerce is one that can be done over the internet. The internet provides a virtual platform where sellers and buyers can come in contact for sale and purchase of goods and services. The process of buying goods and services through internet is called online shopping.

ONLINE SHOPPING

Online shopping is a recent phenomenon. The declining cost of PCs, the development of search engines, and the consumers' growing interest in the internet has enabled online shopping to garner significant attention in recent years. Online shopping is becoming a well-accepted way to purchase a wide range of products and services. It offers a new environment distinguished from the traditional ways of doing business. It allows shopping for required products without going to the store physically. Online shopping is popular because people are able to shop 24 hours a day without having to leave their home or work place.

STATEMENT OF THE PROBLEM

Now in India, the popularity of the internet as a new market place is rapidly growing due to an unprecedented increase in the number of people who are using it. Due to the rapid development of the technologies surrounding the internet, a company that is interested in selling products from its website will constantly has to search for an edge in the fierce competition. Marketing a tool through which the online marketers can sell their goods successfully and tackle the face tough competition. In online shopping also, the online marketers use various elements such as product, price, place, promotion, people, process and physical evidence in marketing mix to improve their capabilities in an online market and to impress their concentration of the consumers. In order to examine whether it is effective or not among the consumers, the study 'Shoppers' Online Destination – A Study of Marketing Mix in Online Shopping' has been carried out.

SCOPE OF THE STUDY

The present study is confined to online shopping. It is consumer centric. Consumer is a core point of any trading and service activity. Now-a-days, consumers enjoyed the facilities of online shopping to a large extent. The attitude of the consumers depends upon elements of marketing mix in online shopping. Hence, the online marketers have to concentrate on the elements of marketing mix in online marketing. In the beginning stage of online shopping, electronic and electronic goods are introduced in websites. After those home appliances, consumer goods, books and industrial goods are also added in the display list. The present study mainly focuses on consumer goods and services of online shopping in the light of marketing mix.

OBJECTIVES OF THE STUDY

The objectives of the study are as follows:

1. To study about the socio-economic profile of the respondents.
2. To analyze the attitude of the respondents towards the elements of marketing mix in online shopping.
3. To give suggestions on the basis of findings of the study.

RESEARCH METHODOLOGY

The researcher adopted descriptive research design. The present study is based on both primary and secondary data. Rao's calculator has been used to determine the sample size for the study. Totally, 23,803 households are there in Aruppukottai. As per the survey 10.6 per cent of the households are using computers and engaged in online shopping. The population size (10.6%) is fed into the Rao's calculator. The calculated sample size is 202 at



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90 percent level of significance. Convenience sampling technique has been used to collect data from 202 respondents. Factor analysis has been used to analyse the attitude of the respondents towards the elements of marketing mix in online shopping.

SOCIO-ECONOMIC PROFILE OF THE RESPONDENTS

The socio-economic variables such as gender, age, education, occupation, marital status and monthly income have been taken into account. Table 1 exhibits the socio economic profile of the respondents.

Table-1,Socio-Economic Profile of the Respondents

Socio economic variables		No. of Respondents	Percentage
Gender	Male	118	58.42
	Female	84	41.58
Age (in years)	Below 20	34	16.83
	20-30	99	49.01
	30-40	46	22.77
	40-50	11	5.45
	Above 50	12	5.94
Educational qualification	School level	54	26.73
	Graduate	82	40.59
	Post graduate	66	32.67
Marital status	Married	120	59.41
	Un married	82	40.59
Occupation	Business	29	14.36
	Profession	42	20.79
	Employee	72	35.64
	Agriculture	15	7.43
	Student	44	21.78
Monthly Income (in Rs.)	Below 10,000	102	50.50
	10,000-30,000	61	30.20
	30,000-50,000	31	15.35
	Above 50,000	8	3.96

Source: Primary data

Out of 202 respondents, 118 (58.42%) of the respondents are male, 99 (49.1%) belong to the age group of 20-30 years, 82 (40.59%) are graduates, 120 (59.41%) are married, 72 (35.64%) respondents are employees and 102 (50.50%) have earned below ₹ 10,000.

ELEMENTS OF MARKETING MIX IN ONLINE SHOPPING

Online Marketers can use the 7Ps model to set objectives, conduct a SWOT analysis and undertake competitive analysis. It's a practical framework to evaluate an existing business and work through appropriate approaches while evaluating the mix elements and the online marketers have to answer the following questions which are as follows:

- **Products/Services:** How can the online marketers develop their products or services?
- **Prices/Fees:** How can they change their pricing model?
- **Place/Access:** What are the new distribution options available for customers to experience their product, e.g. online, in-store, mobile etc.
- **Promotion:** What kind of the promotional measured undertaken to capture new customers and retain existing customers?
- **People:** How many number of people engaged in distribution channel?
- **Process:** Which is the suitable process for distributing goods or services to consumers?.



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- **Physical Evidence:** How can they reassure their customers, e.g. impressive buildings, well-trained staff, famous website?

ATTITUDE OF THE RESPONDENTS TOWARDS THE ELEMENTS OF MARKETING MIX IN ONLINE SHOPPING

Product, Price, Place, Promotion, People, Process and Physical evidence are the elements of marketing mix in shoppers' online destination. Twenty one statements related to marketing mix have been framed and attitude of the customers towards the marketing mix is measured with the help of Likert's five point scaling technique. Factor analysis – Principal Component Analysis method under Varimax rotation technique has been used to analyse the attitude of the respondents towards the elements of marketing mix in online shopping. Before applying factor analysis, it is essential to check whether the data is fit for analysis or not. For that purpose, Kaiser Mayo Oklin test (KMO) has been used.

Table -2,KMO test results

KMO test value	0.872
Bartlett's test of Sphericity	51.68
Degrees of freedom	191
Significance	0.000

Source: Primary data

The KMO value is 0.872 which indicates the data is fit for analysis and Bartlett's test of Sphericity is also significant. The rotated factor loadings regarding the attitude towards elements of marketing mix online shopping is given in Table 3.

Table- 3,Attitude of the Respondents Towards Elements of Marketing Mix in Online Shopping – Factor Analysis

Statements	F1	F2	F3	F4	F5	F6	F7
Availability of offers and discounts	0.988						
User friendly online sites	0.951						
Replace options in case of damage in products	0.904						
Prompt delivery of goods		0.974					
Anytime and anywhere shopping		0.936					
In door shopping options		0.915					
Purchase of high quality products			0.895				
More number of choices			0.872				
More product branding options			0.864				
Convenient to buy				0.866			
No corruption				0.841			
Easy purchase procedures				0.827			
Reasonable price pattern					0.801		
Convenient mode of payment					0.794		
No delivery/brokerage cost					0.755		
Proper invoice and billing system						0.786	
Evidence for trading transactions						0.741	
Trading practices within the conditions of law						0.730	
Limited number of people in channels							0.694
Direct contact with dealers							0.615
Prompt delivery through courier service							0.608

Source: Primary data



From Table 2, it is clear that seven factors are rotated and in every factor, three statements are loaded. Table 3 shows the factor names and their high loading of a dominant variable.

Table-3, Factor names and high loading of a dominant variable

Factor	Factor name	Variable with highest loadings	Highest loadings
I	Promotion	Availability of offers and discounts	0.988
II	Place	Prompt delivery of goods	0.974
III	Products	Purchase of high quality products	0.895
IV	Process	Convenient to buy	0.866
V	Price	Reasonable price pattern	0.801
VI	Physical evidence	Proper invoice and billing system	0.786
VII	People	Limited number of people in channels	0.694

Source: Primary data

Under Factor I, the three statements are related to promotion efforts undertaken by the company. Hence, F1 is termed as ‘Promotion’ factor. Under promotion factor, the statement ‘Availability of offers and discounts’ obtained a dominant score of 0.988.

Under Factor II, the three statements are related to place coverage of the company. Hence, F2 is termed as ‘Place’ factor. Under place factor, the statement ‘Prompt delivery of goods’ obtained a dominant score of 0.974.

Under Factor III, the three statements are related to products offered by the company. Hence, F3 is termed as ‘Product’ factor. Under product factor, the statement ‘Purchase of high quality products’ obtained a dominant score of 0.895.

Under Factor IV, the three statements are related to buying process designed by the company. Hence, F4 is termed as ‘Process’ factor. Under process factor, the statement ‘convenient to buy’ obtained a dominant score of 0.866.

Under Factor V, the three statements are related to prices and brokerage cost in online shopping. Hence, F5 is termed as ‘Price’ factor. Under price factor, the statement ‘Reasonable price pattern’ obtained a dominant score of 0.801.

Under Factor VI, the three statements are related to bills and evidences used in online shopping. Hence, F6 is termed as ‘Physical evidence’ factor. Under physical evidence factor, the statement ‘Proper invoice and billing system’ obtained a dominant score of 0.786.

Under Factor VII, the three statements are related to people engaged in online shopping. Hence, F7 is termed as ‘People’ factor. Under people factor, the statement ‘Limited number of people in channels’ obtained a dominant score of 0.694.

SUGGESTIONS

1. As promotion is preferred by most of the respondents, it is suggested that online marketers have to attract the consumers by giving combo back offers. In the combo pack offers, some products may be useful and some will not be useful to the consumers. The online sites have to create a combo pack offer as per their needs which include choices for selection within the scope of combo pack.
2. The findings of the study clearly spells out that the customers choose online shopping for purchasing high quality products. Hence, shopping sites have to avoid selling harmful or dangerous and fake and counterfeit products.



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3. Price determines the buying behaviour of the products to a large extent Many prefer best quality products at cheaper rate. If the online sites display high costly products only, they will not buy that products. Instead of costly products only, the online sites have to trade cheap and best quality products to afford all classes of the people economically.

CONCLUSION

The internet is 'anytime anywhere' media and the expanding power of the internet has brought forth a new generation of interaction platform between humans and computers. The largest driving factor for online shopping is convenience. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web known as www. Understanding consumer's need for online selling has become challenge for marketers. Specially understanding the consumers attitudes towards online shopping, making improvement in the factors that influence consumers to shop online, the marketers can gain momentum in enriching their trade through online. Hence, the online marketers will design the marketing mix elements by keeping in mind the consumer's preferences, it will go beyond the sky limits.

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