



A ANALYTICAL STUDY ON CUSTOMER PERCEPTION AND RESPONSE TOWARDS ONLINE MARKETING IN THANJAVUR CITY

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Abstract

The World Wide Web has grown incredibly since its inception in 1990 and by 1991 it was opened for commercial use. Online marketing is changing the way of the consumers shop and buy goods and services. Most of the consumers are use the online marketing not only to buy the product but also to compare prices and features of product. It is essential for the online marketers to understand the customer perception towards the online marketing. Today many organizations provide online marketing for the shopping purpose. This article highlights the customer perception and response towards online marketing in Thanjavur city.

Keywords: World Wide Web, Online Shopping, Internet Shopping, Online Marketing, Website Marketing, Viral Marketing.

Introduction

Indian population being young and net savvy, there has been an extraordinary rise in the numbers of online shoppers. There cent growth in the mall culture in the country has in fact made consumers more aware about different options and encouraged them to search and eventually purchase online. India has more than 100 million internet users out of which one half opts for online purchases and the numberising sharply every year. The growth in the number of online shoppers is greater than the growth in Internet users, indicating that more Internet users are becoming comfortable to shop online. Until recently, the consumers generally visit online to reserve hotel rooms and buy air, rail or movie tickets, books and gadgets and gizmos, but now more and more offline product like clothes-saris, kurtis, T-shirts shoes, and designer lingerie, consumer durables are being purchased online. At present the market is estimated at Rs.46000 crore and is growing at 100 percent. The two most commonly cited reasons for online shopping have been convenience and price. The capability of purchasing without leaving your place is of great interest to many consumers.

Importance of the Study

The study focuses mainly on the evolution of customer perception and response towards online marketing with special reference to Thanjavur city, but with the prevailing trend, it is necessary to focus on the essence and emergence of viral marketing efforts from the internet companies. The Internet can increase an organization's geographic coverage beyond its traditional heart land. New customers can be reached; The Internet provides a low cost, effective way of transacting with customers compared to traditional selling costs. As it can be open for business all day every day providing customer convenience. The Internet is a fast and flexible communications tool. Communications can be tailored to customer needs based on account histories and other data. It is an interactive marketing tool enabling effective two-way dialogues between customer and organization to help achieve acquisition and retention objectives.

Statement of the Problem

With increasing retail space rental and other operating cost, with declining sales and financial constraints, retailers have no choice but urgently need to find alternative to increase revenue. Online store can be one of the attractive solutions. Sulaimanetal.(2008) highlighted the fact that most companies use the Internet to cut marketing costs and to improve competitiveness. However, before venturing in it, it is important for retailers to understand clearly such online shopping opportunity. No success can be guaranteed. Setting up a portal site can be costly, time consuming, lead to wrong direction and a mere waste of many resources. When appropriate goods and services are offered through online channel, only then consumers will purchase them. One of the critical arguments here is there any way that can shed some lights on potential of online sales of a specific product? How many customers are ready to buy online? The purpose of this study was to identify the potential of online sales on mobile phones. However, little information is known about Indian internet users' attitude towards shopping online on such product. Therefore, it is important to understand the attitudes of our customers towards internet shopping and what are the factors that influence attitudes towards making an online shopping decision. Various problems are faced by the customers selecting the online marketing have specific characteristics of forming the small value, but it forms a significant part family budget. Hence, it is imperative on the part of the research side to study the customer response in the purchase decision of online marketing in Thanjavur city.



Objectives of the Study

The objectives of the research work areas under:

- To understand the prime concern of the customers that hindered them to online shopping.
- To analyse the awareness and perception of the customers towards online marketing in Thanjavur city.
- To understand the most important factor influencing the perception of viral marketing among the customers in Thanjavur city.
- To identify the security and problems regarding risks in the online marketing in Thanjavur city.
- To offer suitable suggestions to measures the online marketing in Thanjavur city.

Hypotheses framed for the Study

The following null hypotheses have been framed and tested.

Ho1: There is no significant difference between customer perception towards online marketing and the demographic profile of the respondents.

Ho2: There is no significant association between factors viral marketing and customer perception in the viral marketing communication, customer response in the viral marketing communication, customer problems in the viral marketing.

Ho3: There is no significant difference between customer perception towards security and problems of online marketing and demographic profile of the respondents.

Research Methodology

The research is primarily descriptive in nature, as apart from descriptive statistics. The study is based on both primary and secondary data. Research defined as a systematic method of finding solutions to a problem and it is “the process which includes defining and redefining problems, formulating hypothesis or suggested solutions, collecting organizing and evaluating data, making deductions and reaching conclusions and very carefully testing the conclusions to determine whether they fit the formulating hypothesis”. This study adopted descriptive and analytical approach to evaluate and analysis the problem of the study and collect the data and information that will be available about it to reach to the result and suggest the suitable recommendations to solve it.

Data Collection Method

Both primary and secondary sources of data have been used in the study. Primary sources were used to collect the information from the respondent through questionnaire method. Secondary sources relating to the study were collected from books, journals, previous studies, internet, periodicals magazines, newspapers, research articles and websites were used to study existing literature.

Statistical Tools and Data Analysis

The following statistical techniques had been applied depending on the nature of data collected from the respondents, Percentage analysis, descriptive analysis (mean, standard deviation and co-efficient of variation); Independent samples T-test, one way ANOVA, correlation analysis, regression and factor analysis. There liability test of the data in this study was analysed using Statistical Package for Social Sciences (SPSSv20.0). For analyzing the data collected during the investigation, the following statistical values were used according to the relevance of its application.

Period of the Study

The present study covered only primary data. The primary data collected in a period of six months from November 2016 and April 2017 for the purpose of analysis and evaluation.

Analysis and Interpretation of Online Marketing

Customers in the online marketing have many issues relating to awareness, risks, privacy policy online marketing, purchase problems etc., are a major issues and this study focus on a multiple set of variables relating to the customer perception towards the online marketing.

Ho1: There is no significant difference between customer perception towards online marketing and the demographic profile of the respondents.

T test was applied to as certain if there were any significant difference between customer perception towards online marketing and the gender of the respondents in Thanjavur city and the following null hypotheses has been framed:

Ho1a: There is no significant difference between customer perception towards online marketing and the gender of the respondents.



Table 1: T test for Customer Perception towards Online Marketing on the basis of Gender

Variables	Gender	N	Mean	SD	SEM	t-value	Sig.
Customer awareness in online marketing	Male	360	26.32	2.616	0.138	5.967	0.001*
	Female	240	24.93	2.896	0.187		
	Total	600	25.77	2.812	0.115		
Customer perceptions towards the website	Male	360	33.70	4.283	0.226	7.757	0.001*
	Female	240	31.23	3.493	0.226		
	Total	600	32.71	4.164	0.170		
Customer perception towards price in online marketing	Male	360	21.53	2.320	0.122	6.480	0.001*
	Female	240	20.13	2.760	0.178		
	Total	600	20.97	2.595	0.106		
Customer perception towards products in Online marketing	Male	360	42.02	3.747	0.198	7.249	0.001*
	Female	240	39.68	3.960	0.256		
	Total	600	41.08	3.999	0.163		
Customer perception towards after sale services	Male	360	32.24	3.154	0.166	.968	0.334 (NS)
	Female	240	31.98	3.293	0.213		
	Total	600	32.13	3.210	0.131		
Customer perceptions towards delivery of product	Male	360	21.63	2.706	0.143	6.107	0.001*
	Female	240	20.23	2.790	0.180		
	Total	600	21.07	2.822	0.115		
Customer perception towards online marketing advertisement	Male	360	64.77	5.846	0.308	6.592	0.001*
	Female	240	61.60	5.727	0.370		
	Total	600	63.50	5.999	0.245		
Customer perception towards advantages of online marketing	Male	360	58.84	6.820	0.359	9.009	0.001*
	Female	240	54.11	5.926	0.383		
	Total	600	56.95	6.875	0.281		

Source: Computed from Primary Data

The customer perception towards the awareness in the online marketing, perception towards the website, price, products, delivery of product, advertisement, advantages and their respective calculated *t value* of 5.967, 7.757, 6.480, 7.429, 6.107, 6.592, and 9.009 are significant at five per cent level.

Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online marketing and gender of the respondents is rejected. However, the customer perception towards the after sale service and the calculated *t value* of 0.968 are not significant at five percent level. Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online marketing and gender of the respondents is accepted. Further, theme an value indicates that the male respondents are having more perception as compared to female respondents towards awareness about the online marketing, website perception in the online marketing, price charged in the online marketing, products quality in the online marketing, delivery of products in the online marketing, online marketing advertisement, and advantage in the online marketing.

One way ANOVA was applied to as certain if there were any significant difference between customer perception towards online marketing and the age of the respondents in Thanjavur city and the following null hypotheses has been framed:

H_{01b}: There is no significant difference between customer perception towards online marketing and the age of the respondents.



Table 2: ANOVA for Customer Perception towards Online Marketing on the basis of Age

Variables	Age	N	Mean	SD	SEM	F-value	P Value
Customer awareness in online marketing	20 to 30years	225	25.61	2.644	0.176	5.697	0.001*
	31 to 40years	268	25.77	2.932	0.179		
	41-50years	57	27.05	2.728	0.361		
	Above50years	50	24.96	2.587	0.366		
	Total	600	25.77	2.812	0.115		
Customer perceptions towards the website	20 to 30years	225	34.96	5.451	0.363	45.502	0.001*
	31 to 40years	268	31.23	1.655	0.101		
	41-50years	57	32.58	3.635	0.481		
	Above50years	50	30.68	2.559	0.362		
	Total	600	32.71	4.164	0.170		
Customer perception towards price in online marketing	20 to 30years	225	20.72	2.601	0.173	3.895	0.009*
	31 to 40years	268	21.11	2.542	0.155		
	41-50years	57	21.79	2.328	0.308		
	Above50years	50	20.34	2.904	0.411		
	Total	600	20.97	2.595	0.106		
Customer perception towards products in Online marketing	20 to 30years	225	42.49	4.158	0.277	20.172	0.001*
	31 to 40years	268	39.97	3.642	0.222		
	41-50years	57	41.79	3.683	0.488		
	Above50years	50	39.84	3.266	0.462		
	Total	600	41.08	3.999	0.163		
Customer perception towards after sale services	20 to 30years	225	32.92	3.198	0.213	11.125	0.001*
	31 to 40years	268	31.41	3.242	0.198		
	41-50years	57	32.90	2.926	0.388		
	Above50years	50	31.56	2.340	0.331		
	Total	600	32.13	3.210	0.131		
Customer perceptions towards delivery of product	20 to 30years	225	20.87	2.874	0.192	6.387	0.001*
	31 to 40years	268	21.22	2.807	0.171		
	41-50years	57	22.16	2.455	0.325		
	Above50years	50	19.92	2.602	0.368		
	Total	600	21.07	2.822	0.115		
Customer perception towards online marketing advertisement	20 to 30years	225	64.29	6.658	0.444	4.838	0.002*
	31 to 40years	268	63.14	5.130	0.313		
	41-50years	57	64.26	5.927	0.785		
	Above50years	50	61.04	6.578	0.930		
	Total	600	63.50	5.999	0.245		
Customer perception towards advantages of online marketing	20 to 30years	225	60.27	8.730	0.582	34.920	0.001*
	31 to 40years	268	54.67	3.475	0.212		
	41-50years	57	56.95	6.542	0.867		
	Above50years	50	54.26	5.322	0.753		
	Total	600	56.95	6.875	0.281		

Source: Computed from Primary Data

The customer perception towards the awareness in the online marketing, perception towards the website, price, products, after sale, delivery of product, advertisement, advantages and their respective calculated F value of 5.697, 45.502, 3.895, 20.172, 11.125, 6.387, 4.838 and 34.920 are significant at five percent level. Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online marketing and age of the respondents is rejected. Further, the mean value indicates that the respondents age group between 20 to 30 years are have more awareness as compared to other age group of respondents towards the online website, products in the online marketing, after sale services, online marketing advertisement and advantages in the online marketing.



One way ANOVA was applied to ascertain if there were any significant difference between customer perception towards online marketing and the educational qualification of the respondents in Thanjavur city and the following null hypotheses has been framed:

Ho1d: There is no significant difference between customer perception towards online marketing and the educational qualification of the respondents.

Table 3: ANOVA for Customer Perception towards online marketing on the basis of Educational Qualification

Variables	Educational	N	Mean	SD	SE	F-value	P Value
Customer awareness in online marketing	Up to school level	36	24.50	2.145	0.357	7.564	0.001*
	Graduate/Diploma	177	26.33	2.456	0.185		
	Post graduate	325	25.78	2.883	0.160		
	Professional	62	24.79	3.260	0.414		
	Total	600	25.77	2.812	0.115		
Customer perceptions towards the website	Up to school level	36	28.75	3.367	0.561	221.492	0.001*
	Graduate/Diploma	177	37.27	4.376	0.329		
	Post graduate	325	31.20	1.724	0.096		
	Professional	62	29.92	1.711	0.217		
	Total	600	32.71	4.164	0.170		
Customer perception towards price in online marketing	Up to school level	36	19.08	1.680	0.280	13.783	0.001*
	Graduate/Diploma	177	21.54	2.410	0.181		
	Post graduate	325	21.07	2.484	0.138		
	Professional	62	19.89	3.270	0.415		
	Total	600	20.97	2.595	0.106		
Customer perception towards products in Online marketing	Up to school level	36	39.17	2.710	0.452	56.419	0.001*
	Graduate/Diploma	177	43.95	3.549	0.267		
	Post graduate	325	40.07	3.567	0.198		
	Professional	62	39.29	3.765	0.478		
	Total	600	41.08	3.999	0.163		
Customer perception towards after sale services	Up to school level	36	33.50	2.501	0.417	5.328	0.001*
	Graduate/Diploma	177	32.58	3.268	0.246		
	Post graduate	325	31.71	3.192	0.177		
	Professional	62	32.27	3.168	0.402		
	Total	600	32.13	3.210	0.131		
Customer perceptions towards delivery of product	Up to school level	36	20.00	1.549	0.258	10.219	0.001*
	Graduate/Diploma	177	21.68	2.729	0.205		
	Post graduate	325	21.12	2.860	0.159		
	Professional	62	19.65	2.841	0.361		
	Total	600	21.07	2.822	0.115		
Customer perception towards online marketing advertisement	Up to school level	36	59.50	4.488	0.748	28.723	0.001*
	Graduate/Diploma	177	66.49	5.975	0.449		
	Post graduate	325	62.81	5.236	0.290		
	Professional	62	60.94	6.966	0.885		
	Total	600	63.50	5.999	0.245		
Customer perception towards advantages of online marketing	Up to school level	36	50.75	4.759	0.793	182.309	0.001*
	Graduate/Diploma	177	64.14	6.993	0.526		
	Postgraduate	325	54.54	3.590	0.199		
	Professional	62	52.66	4.417	0.561		
	Total	600	56.95	6.875	0.281		

Source: Computed from Primary Data

The customer perception towards perception towards awareness in the online marketing, customer perception towards the website, price, products, after sale, delivery of product, advertisement, advantages and their respective calculated F value of 7.564, 221.492, 13.783, 56.419, 5.328, 10.219, 28.723, and 182.309 are significant at five percent level. Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online marketing and educational qualification of the respondents is rejected. Further, the mean value indicates that the respondents are having



graduate/diploma as their educational qualification are more perception as compared to other educational qualification of the respondents towards the awareness about the online marketing, online website, price in the online marketing, products in the online marketing, delivery of products in the online marketing, online marketing advertisement and advantages in the online marketing. However, the educational qualification of upto school level respondents is having more satisfaction with the after sale services as compared to other category of educational qualification of the respondents in the online marketing.

Table 4: ANOVA for Customer Perception towards Online Marketing on the basis of Occupation

Variables	Occupation	N	Mean	SD	SE	F-value	P Value
Customer awareness in online marketing	Business Man	48	26.94	2.891	0.417	3.646	.003*
	Government Employee	78	26.36	2.584	0.293		
	Private Employee	276	25.54	2.757	0.166		
	Students	18	26.50	2.572	0.606		
	Self Employed	150	25.56	2.927	0.239		
	Others	30	25.00	2.691	0.491		
	Total	600	25.77	2.812	0.115		
Customer perceptions towards the website	Business Man	48	32.63	4.226	0.610	12.802	0.001*
	Government Employee	78	32.19	2.847	0.322		
	Private Employee	276	32.29	3.998	0.241		
	Students	18	36.33	4.994	1.177		
	Self Employed	150	32.38	4.233	0.346		
	Others	30	37.50	3.812	0.696		
	Total	600	32.71	4.164	0.170		
Customer perception towards price in online marketing	Business Man	48	21.88	2.199	0.317	3.201	0.007*
	Government Employee	78	21.39	2.451	0.277		
	Private Employee	276	20.62	2.731	0.164		
	Students	18	22.00	2.590	0.610		
	Self Employed	150	20.98	2.454	0.200		
	Others	30	20.90	2.468	0.451		
	Total	600	20.97	2.595	0.106		
Customer perception towards products in Online marketing	Business Man	48	41.94	3.473	0.501	4.948	*.001
	Government Employee	78	41.35	3.441	0.390		
	Private Employee	276	40.54	3.992	0.240		
	Students	18	43.83	4.091	0.964		
	Self Employed	150	40.92	4.107	0.335		
	Others	30	43.10	4.302	0.785		
	Total	600	41.08	3.999	0.163		

Source: Computed from Primary Data

Testing the significant difference between customer perception towards online marketing and the occupation of the respondents.

One way ANOVA was applied to ascertain if there were any significant difference between customer perception towards online marketing and the occupation of the respondents in Thanjavur city and the following null hypotheses has been framed:

Ho1e: There is no significant difference between customer perception towards online marketing and the occupation of the respondents.

The customer perception towards the awareness in the online marketing, customer perception towards the website, price, products, after sale, delivery of product, advantages and their respective calculated F value of 3.646, 2.802, 3.201, 4.948, 3.319, and 6.023, 10.390 are significant at five percent level. Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online marketing and occupation of the respondents is rejected. However, the customer perception in the advertisement and the calculated F value of 2.507 are not significant at five percent level. Hence, the formulated hypothesis of that there is no significant difference between customer perception towards online



marketing and occupation of the respondents is accepted. Further, the mean value indicates that the students are having more perception as compared to other category of occupation of the respondents towards the price in the online marketing, products in the online marketing, after sale service in the online marketing, delivery of products in the online marketing and advantages in the online marketing. However, the occupation of businessman is having more perception as compared to other category of occupation of the respondents towards the awareness in the online marketing and the occupation of others is having more perception as compared to other category of occupation of the respondents towards the website in the online marketing.

Factor Analysis (General Awareness Regarding Online Marketing)

This section factor analyses were used for to find out the awareness, price, product, after sale services, delivery of product, online marketing advertisement and advantages in online marketing in Thanjavur city. Factor analyses were used to find out the general awareness regarding online marketing in Thanjavur city. There are 6 variables included in this study and principal component factoring method with variance (varimax) rotation was used for factor extraction. A three factor solution was derived using the score test. The Kaiser–Mayer– Olkin (KMO) and Bartlett's Test has been applied to as certain the sampling adequacy for applying factor analysis. Bartlett's Test of Sphericity was applied to the constructs validity. Then again the KMO measure of sampling adequacy employed to analyze the strength of association among variables. The KMO measures of sampling adequacy were first computed to determine the suitability of using factor analysis to predict whether data are suitable to perform factor analysis. The value of KMO varies from 0 to 1, and KMO overall should be 0.60 or higher to perform factor analysis. If not then it is necessary to drop the variables with lowest ant image value until KMO overall rise above 0.60. Result for the Bartlett's Test of Sphericity and the KMO reveal that both were highly significant and concluded that this variable was suitable for the factor analysis. They also suggested that variables with loading greater than 0.30 are considered significant, loading greater than 0.40 more important, and loading 0.50 or greater are very significant. In this study, the general criteria were accepted items with loading of 0.60 or greater. The higher loading (factor) shows the stronger affiliation of an item to a specific factor. In our study Factor analysis has successfully reduced the variables influencing customers at is faction toward internet shopping. Table 6 shows that the results of KMO and Bartlett's test.

Table 6: Communalities

S. No	Particulars	Initial	Extraction
1.	I know the procedure for online marketing	1.000	.668
2.	I know how to place an order	1.000	.659
3.	I know how to cancel an order	1.000	.386
4.	I know how to purchase the products and Payment mode	1.000	.637
5.	I know the options for placing a trade if I am unable to access my account online	1.000	.680
6.	I know what to do if I have a complaint	1.000	.690

Source: Computed from Primary Data

Communalities are used to find out the how much of the variance in each of the original variables is explained by the extracted factors. Higher communalities are desirable. From the Table 6 in the data interpretation on “general awareness regarding online marketing” through factor analysis, out of six variables, “I know what to do if I have a complaint” variable got high communality value (0.690). It means extracted factors are able to explain low variance in that the variable more effective than other variables. The “I know how to cancel an order” variable got lowest communality value (0.386). It means that the extracted factors are not able to explain much variance in that variable. Such variable may be dropped from the analysis.

Suggestions for the Study

- The online marketers must ensure adequate security features, confidence in the privacy information, perceived usefulness and familiarity. Transactions should be safe and proper security should be assured to the people making online purchases.
- Online marketing companies must give a thought to secure, time saving, information about product and services factors when they design their online product strategy. The study highlights that awareness, convenience, accessibility, scope, attraction, experience and clarity are the important factors considered by the online marketing.
- Usage of internet includes the consumer's purchase of product as well as the customer intention to secure for product related information while experiencing the new technology.



- The marketer perspective, they will more understand the attitude of the consumers towards online marketing as well as the factors influencing consumers to make online purchases.
- The online marketer to serve the customers without any delay for quarries and it is advisable to follow time management principles consistently. Online marketing companies need to have a good tie-up with the delivery companies so customers can have their products delivered cheaply, quickly, and safely.

Conclusion

The present study concluded that, the online marketing is changing the way of the consumers shop and buy goods and services. Most of the consumers are use the online marketing not only to buy the product but also to compare prices and features of product. It is essential for the online marketers to understand the customer perception towards the online marketing. Today many organizations provide online marketing for the shopping purpose. This study is helpful for the online marketers to know the factors which influence the customer perception towards the online marketing. The results of the study also help the company to understand customer perception towards the online marketing provided to purchase of product/service.

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