



A STUDY ON CONSUMERS PERCEPTION TOWARDS INTERNET MARKETING IN VIRUDHUNAGAR DISTRICT

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Abstract

This study was Reseacher to know about how many of them to prefer and used for internet marketing. The main objectives of the study deal with to know about the socio economic conditions and consumer shopping product and services and also to find the satisfaction level of the internet using consumers in Virudhunagar district.

Keywords: Marketing, Consumer Perception

1.1. Introduction

Traditional marketing is the old way of marketing Technique. It refers kind of promotion, advertisement, includes flyers, billboards, TV ads, radio ads, print advertisements, newspaper ads, and the like. in which companies are used in the early period to market their product. The four phases of Traditional Marketing are Interest, Awareness, Desire, and Decision. Digital Marketing is modern way of marketing Technique. In which we promoting, selling products and services by online marketing. It also refers to the Marketing of any kind of business through digital media and devices such as Google, Face book, Instagram, you tube etc. The four phases of Digital Marketing are Planning, Conversation, Content, and Sequels. Internet marketing is the promotion of a company and its products or services through online tools that generate leads drive traffic, and boost sales, also called online marketing or Digital Marketing internet marketing relies on digital channels to distribute promotional messages. Internet marketing is an umbrella term that covers a wide range of marketing strategies and avenues. Internet marketing is important because it expands a business's reach and allows them to connect with more leads interested in their business.

1.2 Importance of the Study

The main focus of this study is on consumer's awareness towards Internet marketing in Virudhunagar District. There are various Internet Marketing Company that makes the consumers purchase easier. They benefits the consumers in number of ways like saves money and time, ensures cashless environment, easy to use and comfortable, variety of products in one place and the like., Though Internet Marketing is providing plenty of benefits to the consumers, there are still more number of challenges faced by the respondents. Hence, through this study various issues or problems faced by the consumers while making a purchase in Internet Marketing and to analyze the perceptions and attitude of different customers in Virudhunagar District is the main stream of this study.

1.3 Statement of the Problem

The consumers making purchase in Internet Marketing have certain level of expectations. But these expectations are not satisfied by various Internet Marketing Vendors, and so it creates a dis satisfaction in the mind of consumers. The great barriers in Internet marketing is the Payment security. The consumers are in the position of having a risk to buy a product in every time shopping. Most of the consumers' expectations of receiving a product differ from the ordered one in Internet. That is not receiving suitable products is really a challenge for a consumers to have a frequent transactions in Internet Marketing. This study tries to analyze the consumer's perception including their awareness towards Internet marketing in Virudhunagar District.

1.4 Objectives of the Study

1. To study the Socio-economic competition towards Internet Marketing in Virudhunagar District.
2. To understand the perception of consumer about shopping of product and consumer services through Internet Marketing

1.5 Research Methodology

Research means the scientific inquiry for facts about a phenomenon. Methodology is a way to systematically solve the research problems. It explains the various steps that are generally adopted by the researcher in studying the research problems along with the logic behind it.

1.5.1 Data Source

Interview schedule method has been used for the collection of data. In this regard, a structured questionnaire was prepared and administered among the sample respondents.

a) Primary sources

Primary data are those which are new and original in nature. These data are the first hand information generated to achieve the purpose of the research. The data required for the study is primary in nature.

b) Secondary sources

Secondary data are those data which are not new and original in nature. These data are obtained from published or unpublished sources. The secondary data have also been obtained from the books, journals, websites and the like.

1.5.2 Sampling Design

Convenient sampling method has been followed to choose the respondents from the Customers perception of Internet Marketing. The size of the sample is determined to be 120. Though the size of the sample is little when compared to the population of the study in Virudhunagar District, it represents the different sections of Consumers perception of Internet Marketing in Virudhunagar District

For the purpose of Consumers perception of Internet Marketing, the Virudhunagar District has been divided into four areas by the Internet Marketing users, customer's area is – atrap, Srivilliputhur, Rajapalayam and Sivakasi

Table-1.1

S. No	Areas	No. of Sample Respondents
1	Watrap	30
2	Srivilliputhur	30
3	Rajapalayam	30
4	Sivalasi	30
Total		120

1.6 Frame Work Analysis

SPSS Statistical tool used by the researcher were prevent analysis that is representation in table. In order to analyses the information collected from the respondents, the researcher has applied percentage analysis, garret ranking method, T test , ANNOVA and chi-square test analysis.

1.7 Limitations of the Study

The study is subject to the following limitations:

- ✓ The study is confined to 120 respondents to analyses the consumers perception towards Internet Marketing in Virudhunagar District.
- ✓ Respondents' bias is yet another limitation of the study. The result of analysis made in the study depends fully on the information given by the respondents
- ✓ Respondents towards Internet Marketing were unwilling to answer several questions. However with great difficulty the response was obtained

1.8 Analysis of Socio-Demographic conditions of customers Awareness towards brand Perception of Internet Marketing

In this chapter, the researcher has analyses the socio demographic profile of the sample respondents of candidate's satisfaction in consumer percentage towards Internet Marketing in Virudhunagar district, gender, marital status, age group, family occupation, education qualification, family income and the like.

1.8.1 Gender wise classification of the sample Respondents

Table 1.2
Gender wise Classification

S.No	Gender	No. of Respondents	Percentage (%)
1	Male	61	50.8
2	Female	59	49.2
Total		120	100.0

Sources: Primary data

From the above table 1.2 shows that majority of the respondents belong to Female category.

1.8.2 Age wise classification of the sample Respondents

Table 1.3
Age-wise

S.No	Age	No. of Respondents	Percentage (%)
1	Below 25 years old	53	44.2
2	26 to 30 years old	25	20.8
3	31 to 35 years old	23	19.2
4	36 to 45 years old	12	10.0
5	Above 46years old	7	5.8
Total		120	100.0

Sources: Primary data

From the table 1.3 shows that, Mostly below 25 years old group of respondents are in the Internet marketing for various products.

1.8.3 Educational Qualification of the sample Respondents

Table 1.4
Educational Qualification

S.No	Education	No. of Frequencies	Percentage (%)
1	Illiterate	11	9.2
2	SSLC	3	2.5
3	HSC	23	19.2
4	Under-graduation	58	48.3
5	Post-Graduation	23	19.2
6	Others	2	1.7
Total		120	100.0

Sources: Primary data

This table 1.4 explains that, most of the respondents belong to under graduation as their Educational qualification.

1.8.4 Marital status of the sample Respondents

Table 1.5
Marital Status

S.No	Marital status	No. of Respondents	Percentage (%)
1	Married	51	42.5
2	Unmarried	56	46.7
3	Others	13	10.8
Total		120	100.0

Sources: Primary data

This table 1.5 explains that, most of the consumers belong to Unmarried category in Marital status.

1.8.5 Family Income of the sample Respondents

Table 1.6
Family Income

S.No	Income	No. of Respondents	Percentage (%)
1	Below Rs. 10000	19	15.8
2	Rs. 10001 to Rs. 15000	18	15.0
3	Rs. 15001 to Rs.20,000	35	29.2
4	Above Rs. 20001	48	40.0
Total		120	100.0

Sources: Primary data

This table 1.6 clearly explains that most of the consumer's Family income belongs to Above Rs.20,001 category

1.8.6 Types of Family of the sample Respondents

Table 1.7
Type of family

S.No	Family	No. of Respondents	Percentage (%)
1	Joint Family	53	44.2
2	Nuclear	67	55.8
Total		120	100.0

Sources: Primary data

This table 1.7 reveals that most of the consumers belong to Joint Family.

1.8.7 Family members of the sample Respondents

Table 1.8
Family members

S.No	Family members	No. of Respondents	Percentage (%)
1	Below 2 members	23	19.2
2	3 to 5 members	56	46.7
3	6 to 7 members	35	29.2
4	Above 8 members	6	5.0
Total		120	100.0

Sources: Primary data

From the above Table 1.8 clearly shows that most of the consumers belong to 3 to 5 members group.

1.8.8 Family occupation

Table 1.9
Family occupation

S.No	Occupation	No. of Respondents	Percentage (%)
1	Professional	7	5.8
2	Business	39	32.5
3	Private Employee	27	22.5
4	Government Employees	37	30.8
5	House maker	10	8.3
Total		120	100.0

Sources: Primary data

This table 1.9 clearly specifies that most of the consumers belong to Business as their Family Occupation.

1.9 Perception of consumer about shopping of product and services through Internet Marketing

Table 1.10
Internet Marketing of Sample Respondents

S.No	Preferences	No. of Respondents	Percentage (%)
1	Amazon	32	26.7
2	Flip kart	30	25.0
3	Meesho	27	22.5
4	Ajio	10	8.3
5	Myntra	10	8.3
6	Jabong	5	4.2
7	Naaptol	3	2.5
8	Tele- Marketing	2	1.7
9	Netmeds	1	0.8
Total		120	100.0

Sources: Primary data

From the Table 1.10 shows that out of 120 respondents, 31 (26.7) per cent of the respondents are having Amazon as their preference, 30 (25.0) per cent of the respondents are having Flipkart as their preference, 27 (22.5) per cent of the respondents are having Meesho as their preference, 10 (8.3) per cent of the respondents are having both Ajio and Myntra as their preference, 5 (4.2) per cent of the respondents are having Jabong as their preference, 3 (2.5) per cent of the respondents are having Naaptol as their preference, 2 (1.7) per cent of the respondents are having Tele-Marketing as their preference, 1 (0.8) per cent of the respondents are having Netmeds and other Category as their preference. This table explains that most of the respondents have Amazon as their preference.

1.10 Findings of the Study

The major findings of the research are charted down in this chapter. This is done in order to recapitulate the major finding of the study.

1. From the table 1.2 majority 61 (50.8) per cent of the respondents belongs to Female category.
2. From the table 1.3 majority 53 (44.2) per cent of the respondents belongs to Below 25 years old category.
3. From the table 1.4 majority 58 (48.3) per cent of the respondents passed out Under graduation category.
4. From the table 1.5 majority 56 (46.7) per cent of the respondents belong to Unmarried Marital status.
5. From the table 1.6 majority 48 (40.0) per cent of the respondents belong to Above Rs. 20001 Income category.
6. From the table 1.7 majority 67 (55.8) per cent of the respondents belong to Nuclear Family category.
7. From the table 1.8 majority 56 (46.7) per cent of the respondents belong to 3 to 5 Family members category.
8. From the table 1.9 majority 39 (32.5) per cent of the respondents belong to Business Occupation category.
9. From the table 1.10 majority 32 (26.7) per cent of the respondents have Preferences in Amazon.

1.10 Suggestions

Preferences of Internet Marketing users towards Amazon, compared with other companies. Hence other Internet Marketing company could take more steps to improve their features to attract more number of customers and to understand the different customer's attitude towards purchasing online.

It is found that maximum number of respondents are using Debit card as their Payment method. Still other payments methods like Net banking, UPI can provide safety online payments to sustain the number of consumers.

The Shopping frequency of the consumers is between once in 2 – 4 months. The Internet Marketing can implement innovative steps to their shopping, in order to make the customers purchase more frequently.

Failure in Online payments is considered as the major issues for the consumers while purchasing online. Still preventative measures can be implemented to avoid the failure of payments.

1.11 Conclusions

The importance of marketing on the Internet is increasingly important for growing company. In fact, Internet Marketing has become an important focus for most companies as they look to reach customers online and grow their sales. Internet Marketing comes with a number of challenges too. Still many consumers hesitate to use Internet marketing frequently for their regular purchase. Since they are not accessible to every people. Security and private issues is the main requirement, hence Internet marketing must increase visibility towards the perception of the consumers. The consumers perception must be analyzed and understand their various dimensions towards the purchasing in Internet Marketing. Thus it is recommended that the Internet Marketing Company should be prepared to compensate the level of consumers' expectations in Internet Marketing. In addition, a proper analysis of consumer's preferences must be undertaken in order to promote Internet Marketing to all group of respondents.

