

A Study on Customer Perception on Online Purchase and Digital Marketing in Coimbatore

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Abstract: After online marketing, there are number of opportunities to buy a product, getting offers and discounts, etc. Consumer perception is the most important factor for all business entities since it helps in developing their brand awareness and perception. Thus, both for online and offline marketing it is essential for management to understand consumer perception more effectively and efficiently. The objective of the study is to find out the Customer Perceptions towards Online Purchase and Digital Marketing, to know the awareness level of customers towards online shopping in Coimbatore region and to identify the source that influences consumer to buy online.

The research was conducted in Coimbatore City. The sample size is used 140 respondents. The data collection tool was done through the response given by the customers are analyzed and interpreted using ANOVA and Factor Analysis.

After analysis and interpretation, the customer's perception in Coimbatore city reveals that 54.3% of the respondents are influenced through website to do online purchase and from the study majority of the respondents who are aware about online purchase and are using internet marketing are between the age group of 21-25. They are post graduates and they are employed. The purpose of the study is based on the Customer Perception towards Online Purchase and Digital Marketing.

Keywords: Consumer perception, Online Purchase, Digital marketing, awareness of online purchase

Introduction

The term Internet is as a business tool for companies and individuals. Internet became a new mediator between companies and their customers. Today, the Internet is a public, cooperative and self-sustaining facility accessible to hundreds of millions of individuals worldwide.

The life content of products, transactions security, price, vendor quality, IT education and Internet usage significantly affect the initial willingness of consumers to shop on the internet. The factors that influenced or prevented online consumer behaviors need to be carefully concerned by the online retailers, who can utilize the appropriate marketing communications to support the customer's purchase decision making process and improve their performance. The consumer's perception on online shopping varies from individual to individual and the perception is limited to a certain extent with the availability of the proper connectivity and the exposure to the online shopping. The perception of the consumer also has similarities and difference based on their personal characteristics. The study reveals that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones.

Review of literature

Peterson et al. (1997) Commented that Decision sequences will be influenced by the starting point of the consumer, the relevant market structures and the characteristics of the product in question. Consumers' attitude towards online shopping is a prominent factor affecting actual buying behavior. **Kapoor (2012)**, online decision making and online shopping phenomena are governed by a number of consumer acceptance and behavior characteristics and grounded in theoretical aspects of consumer decision making. There are number of factors that affect what we buy, when we buy, and why we buy. In reference to buying online, the factors that influence consumers are marketing efforts, socio-cultural influences, psychological factors, personal questions, past decision behavior, and experience. **Dr.R.Shanthi, Dr. Desti Kanniah (2015)**, state that mostly the youngsters are attached to the online shopping and hence the elder people don't use online shopping much as compared to the younger ones. The study highlights the fact that the youngsters between the age of 20-25 are mostly poised to use the online shopping.

Manisha Kinker and N.K. Shukla(2016) commented that Customer-oriented factors 'time saving', 'product quality', 'product price', 'convenience', 'accessibility', 'shop anywhere and anytime' are the main specific factors influence customers attitudes toward electronic product online shopping. **Vidya S Gurav, Vinay R Patil (2016)** State that the growth of internet and advancement in technology and the awareness of advantages of online shopping consumers of all age classes prefer on line shopping. It can be concluded that people consider cost saving to be important factor to purchase online.

Problem Statement

In this modern era almost every one of us are using internet and smart phones but many are using the internet to use social media accounts such as Face book, You tube, Twitter and internet surfing and only some are aware about E commerce and online shopping. This study has been made to find out how many of them are aware about online shopping and how many are not aware and this study is done only in Coimbatore region.

Objective of the Study

- To find out the Customer Perceptions towards Online Purchase and Digital Marketing
- To know the awareness level of customers towards online purchase
- To identify the source that influences consumer to buy online

Research Methodology

Research methodology is way to systematically solve the problem. It may be understood as a science of studying how research is done scientifically. It not only tells about the research method also consider the logic behind them. It involves steps that are adopted by the in studying how research is done scientifically. A survey is research method in which subject respond to a series of statement or questionnaire survey target some population, which are the people who are the focus of research. Because population that respondents the whole. While conducting survey it is impossible to meet each and every element of the universe. Besides it is time consuming and expensive. Further to arrive at valid conclusion it may not be necessary to enumerate all. We may study a sample drawn from the layer population and if that sample is adequately representation of the population, we can arrive at valid conclusion.

The sample size is 140 respondents of the consumers from Coimbatore region. The respondents were chosen through convenience sampling method. The data needed for the research study were collected form one sources such as primary source. Data were collected through survey from the consumer using the questionnaire. Questionnaire helps to understand the consumer. Only limited number of data is collected from the consumer through primary data.

Conceptual Framework

Dependent Variable

Customer perception towards online purchase

Independent variable

Price, Products, After sale and service, Delivery of product and online advertisement

Analysis and Results

One Way Anova

Table 1. One Way Anova

		Sum of Squares	df	Mean Square	F	Sig.
Customer perception towards website	Between Groups	5.327	10	1.332	2.759	.035
	Within Groups	31.373	130	.483		
	Total	36.700	140			
Customer perception towards after sale service	Between Groups	8.566	10	2.141	3.724	.009
	Within Groups	37.377	130	.575		
	Total	45.943	140			
Customer perception towards delivery of products	Between Groups	17.356	10	4.339	6.841	.000
	Within Groups	41.230	130	.634		
	Total	58.586	140			

The above table reveals that the ANOVA for Designation of the respondents and customer perception factors such as delivery of products, after sale service and websites is with the significant value of below (0.05) hence the alternative hypothesis for these variables is supported and there is a significant difference among these variables. The calculated value of the customer preference towards delivery of products (.000).The calculated value of the customer perception towards after sale service (.009), the calculated value

of the customer perception towards website (.035). Thus there is a significance difference between designation of the respondents and customer perception towards online purchase.

2. Factor analysis

The factor analysis test processes the samples and segregates the variables under different components to build a component matrix. The variables that have a higher factor loading (greater than .62) are grouped commonly as Factors that influence the purpose of the study. The results of the factor analysis test are provided in the Table 2

Table 2. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.675
	Approx. Chi-Square	114.434
Bartlett's Test of Sphericity	df	28
	Sig.	.000

Table 3. Total Variance Explained

Component	Initial Eigenvalues			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.864	35.794	35.794	2.053	25.656	25.656
2	1.108	13.854	49.648	1.738	21.731	47.387
3	1.090	13.620	63.268	1.270	15.881	63.268
4	.939	11.742	75.010			
5	.658	8.225	83.235			
6	.580	7.252	90.487			
7	.446	5.572	96.059			
8	.315	3.941	100.000			

Extraction Method: Principal Component Analysis.

Table 4. Rotated Component Matrix^a

	Component		
	1	2	3
Online marketing awareness	.473	.514	.283
website	.003	.880	.023
price	.122	.092	.715
product	.351	.542	-.458
after sale service	.633	.160	.432
delivery of products	.149	.590	.441
online marketing advertisement	.738	.155	.227
Customer perception towards advantages	.851	.028	-.188

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

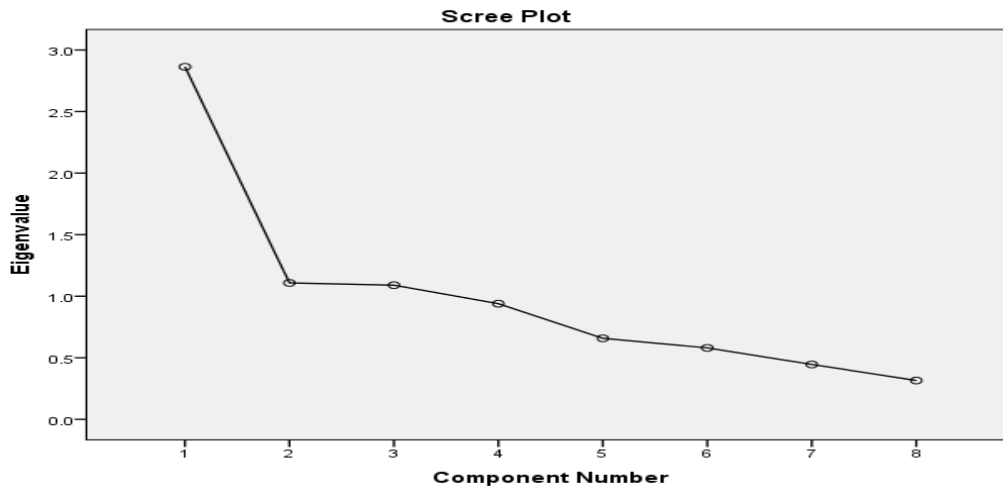
a. Rotation converged in 8 iterations.

Table 5.Component Transformation Matrix

Component	1	2	3
1	.733	.601	.317
2	-.679	.633	.370
3	-.022	.487	-.873

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.



The variables grouped under different factors (based on rotated component matrix) are:

Factor 1: Online marketing advertisement and Customer Perception towards advantages

Factor 2: Customer perception towards website

Factor 3: Customer perception towards price

The results from the Rotated component matrix and component transformation matrix indicates that the variables identified have been segregated into three factors; the first component consists of online marketing advertisement and Customer Perception towards advantages, the second one Customer perception towards website and the third one Customer perception towards price.

Therefore, three components were considered as independent variables and tested for their significance in relationship with customer perception by online purchase

Conclusion

Awareness is a staple in nearly every successful marketing initiative. After all, nobody is going to buy anything from you if they have no idea you exist. Awareness is the essential step for any marketing strategy. If the end goal is to increase sales and conversions through long-term brand loyalty, you must first start by creating that initial awareness and exposure. Generating significant exposure and awareness for your brand is often very challenging, and it can become more difficult online where there's a large amount of outside noise to contend with. However, along with many challenges, there are also a great opportunities to build online awareness.

From the study it has been revealed that the respondents are influenced through websites to do online shopping and in that majority of the respondents are between the age group of 21-25. And website to do online shopping and in that majority of the respondents are post graduates. 54.3% of the respondents are influenced through website to do online shopping and in that majority of the respondents are employed.

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