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### A STUDY ON PROBLEMS AND PROSPECTS OF ONLINE MARKETING

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#### ABSTRACT

Marketers have to be careful in the determination of the customers' expectations and perception on various aspects related to the products and services in online marketing. They should be aware of the factors leading to their attitude towards online marketing. At the same time, the marketers should know their strengths and weakness in online marketing. The online marketing is subjected to some issues like credit card security, privacy, on-time delivery and easy of navigation. The customer's satisfaction develops through new recognition, information search, information evaluation, purchase decision and post purchase evaluation. The customers need have two dimensions namely utilitarian and hedonic. The needs of the customers have to be properly assessed and fulfilled by the marketers in online marketing. Then the service quality of the markers is as important as ever in this realm. Indeed, the technological changes in the world lead to an ever changing environment in the online marketing.

#### KEYWORDS

Online Purchase, Customer satisfaction, New technology, E-Commerce and Online shopping.

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#### INTRODUCTION

<sup>1</sup>Online shopping is becoming an accepted way to purchase various types of goods and services. Through a computer mediated shopping environment, online retailers have attracted customers by offering a reduction in search costs for products and product related information. The rapid pace of information technology developments has made it necessary for e-marketing to integrate with the fast developing global information infrastructure. In the modern era of globalized competition the multinational concerns are striving hard to sell their products in almost all the countries. The four

marketing Ps has to undergo tremendous changes through e-Commerce. Bute-marketing has added two more Ps of marketing. The fifth Ps is partners and sixth Ps is people. Marketing planning identifies prospective customers. The product and services that is sold online is also identified. The influential factors driving online shopping and the trust building measures that a retailer needs to make successful online sales is also discussed.

### **Statement of the problem**

The advent of internet and technological advancements has been a boon for the retailers to reach the customers easily any time at their doorstep. Chennai is a metropolitan city which has the sixth largest GDP in India. The traditional retailers in the organized sector are now exploring the opportunities of doing multi channels retailing in the by having both online and offline sales in order to capture the attention of customers spread across. The changing of life style of people and changing family structure have redefined the shopping patterns off customers in this modern era. So, there is a need to study the factors in e-marketing which would help the retailers improve their online sales by understanding the minds of e-shopping.

### **Needs of the study**

The rapid changes in technologies, especially those related to the internet, are leading to fundamental changes to how companies interact with one another and with customers. The internet technology has the potential to alter almost every aspect of business operations. As a result, it is necessary to take a multidisciplinary approach for understanding the customers and marketer's view online marketing since the online marketer act as intermediaries between customers and producers of the goods and services.

### **OBJECTIVES OF THE STUDY**

The following are the main objectives of the research.

1. To study about the economic and social conditions of customers in Kancheepuram district.
2. To study the products e-shoppers preferred for online purchase.

3. To find out the factors which influence the purchase decision of e-shoppers.
4. To study the factors of convenience that increases online sales.
5. To find out the customers satisfaction level.

### **Research design and sampling**

In the present study, the descriptive research design has been administrated. The online marketers have been identified by the popular web service providers. A total of 150 online customers, who reside in Kancheepuram district have been identified as a sample customers for this study.

### **METHODOLOGY<sup>2,3</sup>**

The study was based on both primary data and secondary data. The major sources of secondary data has been collected from the various publications of report of Ministry of Agriculture and ministry of Commerce, Books, Periodical, Magazines, and published records of the Govt and web site sources. For the purpose of collecting primary data with regard to the problems and prospects of online marketing, the researcher was carefully design interview schedule and the same have been administered to the sample respondents living in the Kancheepuram districts in Tamil Nadu, India.

### **Limitations of the study**

The following limitations were accrued during the study.

1. Due to the sensitive matter, the online purchaser does not revels original data in connection with finance and accident.
2. This study was covered only one district of Tamil Nadu. Because this was restricted to these districts alone.

### **REVIEW OF RELATED LITERATURE**

A review of the studies of socio-economic conditions of customers in the Kancheepuram district. The major concentration of these studies is simply on the trends of problems and prospects in online marketing. But he present study intends to explore a wide range of issues ranging from socio-economic conditions and family life customer legislations to looking into the terms of customer satisfaction and living conditions of the online marketer.

S. Murugan. (2015)<sup>4</sup>, in this research paper they studied the production and marketing of salt and producer facing problems, how to overcome. Majority of the salt is produced in the little salt pans in Tamil Nadu and the salt workers are engaged for eight months in a year in the harsh coastal and desert environment for the production of salt. A key factor in direct marketing is a "call to action." That is, direct marketing campaigns should offer an incentive or enticing message to get consumers to respond. Direct marketing involves the business attempting to locate, contact, offer, and make incentive-based information available to consumers.

D. Durairaj and S. Murugan. (2016)<sup>5</sup>, in this research paper they reveals that the large number of salt workers exposed to salt and facing occupational health problems like prevalence of ophthalmic symptoms, dermatological symptoms like headache, giddiness, breathlessness, muscular and joint pains. The ophthalmic problems were most common, probably due to irritation by direct sunlight and its glare caused by salt crystals to brine as well as irritation, traumatic ulcers, dermatitis, muscular and joint pains, headache and giddiness were other more common symptoms to salt workers. There is a need for developing a mechanism for prevention of these problems to them.

S. Murugan, Dr. Muthalagu and Dr. D. Durairaj (2016)<sup>6</sup>, in this research paper they reveal that the occupational health problems to the salt pan workers. Working environmental conditions of salt industry exposes the workers to direct contact with inhalable salt dust; salt crystals give direct impact on brine, physical stress, direct bright sunlight and glare due to sunlight reflected by salt crystals and brine surface. However, the extreme weather and hard labour conditions in the salt workers cause lot of health issues among the salt workers.

Though salt as a commodity has become highly important, much literature is not available on the online marketing, distribution and productivity of industry. Research has been carried out to analyze the conditions of workers, their hardships, social security and competition in the employment. Studies were also conducted. Efforts were also made to examine the empowerment issues of online seller

attempts were made to focus on the women who are e- toiling in some most of the marginalized conditions. Though this type of research on labour and gender-specific issues are important, research papers that present an integrated view of the industry are also important. Keeping this research gap in view, the present paper makes an attempt to present a micro-integrated view of the online industry in India<sup>7-10</sup>.

### **Data analysis and interpretation**

India is the third largest salt producing country in the world after china and USA with an annual production of about 230 million tonnes. The growth and achievement of salt industry over the last 60 years has been spectacular. But before independence in India salt was being imported from the United Kingdom and Adans in order to meet domestic requirement. Now India has achieved self-sufficiency in the production of salt even for the level of exporting surplus salt to many countries.

### **Gender -wise classification of the respondents**

The online buyers involving both the young male and female workers. Hence, the variables called gender of the respondents is included in the study and it helps to access online seller's level of involvement in the sales activities, Table No.1 exhibited gender wise classification of the sample respondents.

Table No.1 Shows that the large majority 63.3 Percentage of the respondents are male category and remaining 36.7 Percentage is female.

It is inferred from the table that most of the respondents are male. Because of male group of online buyers is mostly engaged in online business. Thereby, they have the opportunity to get into contact with various online buyers groups.

### **Age -wise classification of the respondents**

The Age plays major role in online buying activity, because based on the age, the banks offer the financial services. An individual should complete the age of 18 years. More over the employee who are old and middle aged will have an interest to save money. The youngsters are not like that and they like to enjoy their life by way of spending money rather than saving, The Researcher has classified their age like up to 25 Years, 25-35 Years, 35-45 Years and

Above 45 Years. Table No.2 explains the age-wise segmentation of the respondents.

Table No.2 Shows that the most of the respondents are 45.3 Percentage. 35-45 Years category, 33.9 Percentage of the respondents are age group above 45 Years, 12.9 Percentage of the respondents are between 25-35 age group and remaining 7.9 Percentage of the respondents are below 25 Years.

It is however noted from the table that majority of the online buyers belong to the age group between 35-45 Years and above 45 Years.

Because these group of online buyers crossed the younger life and enter into the family life. They have responsibility to look after the family, children's education medical expenses and the like. Hence, such age group of the online buyers are having more online buyers access than the other age group.

**Table No.1: Gender wise classification of the respondents**

S.No	Gender	No. of. Respondents	Percentage to Total
1	Male	95	63.3
2	Female	55	36.7
Total		150	100

Source: Primary Data

**Table No.2: Age-wise classification of the respondents**

S.No	Age	No. of. Respondents	Percentage to Total
1	Below 25 Years	47	7.9
2	25-35 Years	77	12.9
3	35-45 Years	271	45.3
4	Above 45 Years	203	33.9
Total		598	100.0

Sources: Primary Data

## CONCLUSION

Online marketing is a staple for businesses - especially for non-profits. If you have ever been called during the dinner hour by a telemarketer you have been the target of indirect marketing. Often considered annoying and invasive by consumers, direct marketing is an aggressive form of marketing that only works when carefully planned and implemented. Online marketing is just what it sounds like - directly reaching a market (customers and potential customers) on a personal (phone calls, private mailings) basis, or mass-media basis (infomercials, magazine ads, etc.). Online marketing is often distinguished by aggressive tactics that attempt to reach new customers usually by means of unsolicited direct communications. But it can also reach out to existing or past customers.

## RECOMMENDATION

These are the main recommendation of the research are as follows.

- WHO (World Health Organization) come forward and recommended to customer to offer various facilities.
- E-purchaser must be adopted by the online marketer some periodic interval. The health check-up must be carried out at the time of induction of consumer and at regular intervals.

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## CONFLICT OF INTEREST

We declare that we have no conflict of interest.

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