



Awareness and Protective Measures on E-Marketing: A Consumer Perspective

KEYWORDS

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ABSTRACT (E-Marketing is the process of marketing a brand using the Internet. It includes both direct response marketing and indirect marketing elements and uses a range of technologies to help connect businesses to their customers. This study encompasses about the awareness and protective measures on e-marketing with the objective to analyze the awareness, problems faced and customer expectations towards e-marketing. In this study the researcher has used convenient sampling method and the tools include Chi-Square, Descriptive, and Garret ranking for analysis. The study concluded that all the online users do not have high level awareness and time saving is the most important factor which induces the customers to use online marketing. And it also concluded that E-Security is the major problem which was faced by the users so the remedial measures should be taken in order to protect the customers from security threats.)

Introduction

Due to the dramatic changes in information technology over the past decades, the consumers and business people no longer is nearer to the computer to send and receive information. All that they need is a mobile. They can share the information where ever required. Information can be received with the help of internet. Internet enables consumers to perform various stages of sale process in a quick and efficient manner. Now a day to satisfy the growing needs of the customer various business men took effort to satisfy the customers through internet mode by providing online shopping websites. These websites provide various product types.

Online shopping is an effective method of sales promotion where it offers flexibility to the customers' as it assists them to indulge their shopping activities with the means of online. Thus the present study has been undertaken in the Coimbatore city to identify the benefits and satisfaction level of the online shopping customers'.

Review of Literature

Miyazaki and Finandez (2001) made an attempt to explore the relationship among the internet experience levels, risk perception and online purchasing rates. They analyzed that higher level of internet experience could lead to lower risk perception regarding online shopping, fewer concern regarding system security or fraud and more concern regarding privacy, consumer participation on another remote purchase methods related to lower risk perception regarding online shopping. It was concluded that higher internet experience and the use of other remote purchasing methods were related to lower levels of perceived risk towards online shopping which could result in higher online purchase rates.

Smith and Alan (2005) in their paper observed that over years, the internet has provided an inexpensive and efficient way for companies to create an additional electronic sales channel to market their products. Like any marketing channels, the goal is to increase sales and one method that delivers content that is relevant to electronic commerce termed as e- personalization. The current E- commerce channels can be enhanced through the use of personalization techniques provided that companies with the products, contents and information them alive. However, privacy and accuracy of personal information plays an important role in personalized contents which has raised the questions of government intervention in to the realm of e- personalization.

Sita Mishra (2007) in his paper he empirically studied a sam-

ple size of 200 Internet users in Delhi. From this study he explained that customers have positive attitude towards online shopping. The analysis revealed that in null hypothesis that the age and income do not have significant association with consumer purchasing attitude. The study concluded that the consumers with higher income do online shopping more and also found that the respondents having different age groups demonstrate different attitudes towards online shopping. Finally he said that convenience and technological advancement plays a major role in online shopping.

Statement of the problem

With the globalization of major economies and the removal of trade barriers, organizations can target customers globally and provide their services. In such a situation, E- business is the talk of the day than traditional business. Therefore, more organizations are adopting the electronic medium in order to provide their products and services in a best and effective manner. Internet provides a virtual platform so the transactions can be carried at anywhere in the world. The adoption and usage of electronic commerce is dependent on internet users in the world. The internet usage is increasing so it will lead to great boom in E- Marketing.

Though E- Marketing is getting popular and spreading very fast, all the consumers do not have high level of awareness and they are facing problems in online marketing. Hence, an attempt had been made to examine the level of awareness, the problems faced by the online users and also the remedial measures to protect the consumers.

Objectives of the study

1. To examine the level of awareness on E-Marketing products and services.
2. To identify the problems faced by the users of E-Marketing.
3. To point out the customer's expectation regarding the remedial measures.

Research Methodology

In this study, two pronged methodology has been taken to understand the nature of data and scope of the study. The in-depth study was carried out in Coimbatore District so as to measure the real situations.

Sources of data

The primary data and secondary data were used for the study. The primary data were collected through structured questionnaire which were monitored on the sample respondents in order to get first hand information regarding the vari-

ous aspects such as awareness, problems and also the remedial measures. The secondary data were collected through books and dissertations and necessary reviews have been made to understand the views expressed by various authors in this regard.

Sampling Technique

The sample was collected from 100 respondents of Coimbatore District through convenient sampling method which represented the entire population in Coimbatore District. The different categories of online users were taken for the study.

Tools for Analysis

The following tools were implemented for the study which are:

- Descriptive Analysis
- Chi-square
- Garrett Ranking

Limitations of the study

- The study is confined only to Coimbatore District. Hence, it may not be suitable for other districts.
- The sample size is limited to 100 respondents only.

Analysis and Interpretation

Table - 1 Demographic profile of the respondents

S. No	Profile	Variables	No of respondents	Percentage
1	Gender	Male	60	60
		Female	40	40
2	Marital status	Married	68	68
		Unmarried	32	32
3	Age (in years)	Below 20	20	20
		21-30	40	40
		31-40	28	28
		Above 40	12	12
4	Education	Up to 12 th	28	28
		Degree	20	20
		Professional	52	52
		Others	-	-
5	Occupation	Student	12	12
		Private employee	24	24
		Government employee	20	20
		Professional	28	28
		Businessmen	16	16
6	Monthly Income (in Rs.)	Below 5,000	24	24
		5,001-10,000	20	20
		10,001-15,000	28	28
		15,000 above	28	28

Source: Primary Data

The above table - 1 which revealed that 60 per cent of them are male and 40 per cent of them are female, 68 per cent of them are married and 32 per cent of them are unmarried, 20 per cent of them are in the age group of below 20 years, 40 per cent of them are in 21-30 years, 28 per cent of them are in 31-40 years and 12 per cent of them are in above 40 years, 28 per cent of them are having the education of up to 12th, 20 per cent of them are having degree and 52 per cent of them are professional, 12 per cent of them are students, 24 per cent of them are private employees, 20 per cent of them are government employees, 28 per cent of them are professionals and 16 per cent of them are businessmen, 24 per cent of them are having the monthly income of below Rs. 5,000, 20 per cent of them are in Rs.5,001-Rs.10,000, 28 per cent of them are in above Rs.15,000.

Table - 2 Descriptive Analysis on customer's expectation on remedial measures

Factors	No of respondents	Percentage
Easy processing	14	14
Handling grievances faster	12	12
Deliver the exact goods	14	14
High security	32	32
Delivery in time	28	28

Source: Primary data

The above table - 2 which revealed that 14 per cent of the respondents are expecting easy processing, 12 per cent of them are preferring handling grievances faster, 14 per cent of them are preferring to deliver the exact goods, 32 per cent of them are in need of high security and 28 per cent of them are expecting delivery in time.

Table - 3 Chi-Square Analysis on personal factors and level of awareness on E-Marketing.

Ho: There is no significant relationship between personal factors and level of awareness on E-Marketing.

Personal factors	Chi-square value	P-value	Result
Gender	0.228	0.633	NS
Age	7.681	0.262	NS
Marital status	19.729	0.000	S
Monthly income	31.184	0.000	S
Education	5.043	0.080	NS
Occupation	7.992	0.092	NS

Source: Primary Data

The above table - 3 revealed that the chi-square value is higher than the P value in case of gender, age, education and occupation towards the level of awareness. Hence, there is no significant relationship. It is also evident that the chi-square value is less than the p-value so there is a significant relationship between marital status and monthly income with the level of awareness.

Table - 4 Garrett Ranking Analysis on problems faced by online users

Factors	6	5	4	3	2	1	Mean Score	Rank
	1	2	3	4	5	6		
Complex process	0	4	12	32	32	20	0.135	IV
Difficulty in clarification	0	0	12	28	32	32	0.104	VI
Difficulty in knowing quality	0	4	28	8	24	16	0.133	V
Delivered goods do not match with ordered goods	0	32	40	4	12	8	0.179	III
E-Security	76	16	4	0	0	0	0.268	I
Delay in delivery	24	44	4	0	4	24	0.196	II

Source: Computed

The above table - 4 which revealed that E- Security is the major risk faced by the online users having a mean value of 0.268 and followed by delay in delivery (0.196), not deliver the exact goods (0.179), complex process (0.135), difficulty in knowing quality (0.133) and lastly difficulty in clarification (0.104).

Findings

- 60% of them are male, 68% are married. 40% of them are in the age group of 21-30 years, 52% of them are having professional education, 28% of them are in professional job, 28% of them are in the monthly income of Rs.10, 000-Rs.15, 000 and above Rs.15,000, There is a significant relationship among age, marital status, monthly income, education and occupation with level of awareness.
- 32% of them are expecting high security as a remedial measure.
- There is no significant relationship between gender and level of awareness.
- E- Security is the major problems which were being faced by the users.

Suggestions

- The companies should be trying to establish their presence on the web should design user friendly website.
- The companies should create a secure system for delivering the products in order to avoid loss- in-transit or damage to the product.
- The awareness about credit card frauds must be more so that customers can protect them from hackers.

Conclusion

In the emerging competitive environment with information technology era, the marketers provide products to compete with their competitors and to satisfy their customers. So, in order to capture the customers, E- Marketing is a good choice. The study concluded that all the online users do not have high level awareness and time saving is the most important factor which induces the customers to use online marketing. And it also concluded that E-Security is the major problem which was faced by the users so the remedial measures should be taken in order to protect the customers from security threats. It is also expected that more focus should be given for high security and also the products should be delivered in time.

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