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N Sornakumari
Assistant Professor,
Madras Christian College,
Chennai, Tamil Nadu, India

Consumer preference on internet marketing: A study

N Sornakumari

Abstract

Internet marketing refers to promotion and selling hard work that utilizes the Web and email to compel straight sales via electronic commerce, in accumulation to sales leads from websites or emails. Internet selling and online advertising pains are generally used in combination with conventional types of publicity such as broadcasting, small screen, the media, and magazines. In this process of learning, we are trying to explore the mindset of youth towards internet marketing. Find out what products do youth purchase through internet marketing and try to analyze the advantages and disadvantages of internet marketing. Significance of the study is to see further how to develop internet marketing and thereby satisfying the customers. Data collection for the current study is done through Google forms developed by the researcher, which was circulated among the youth. Collected data were analyzed using graphical representation and simple statistics, namely percentage.

Keywords: Consumer preference, internet marketing

Introduction

Consumer preference is as the personal tastes of the human being who are customers, considered by their contentment with individual's objects after they've purchased them. This fulfillment is referred to as usefulness. Purchaser importance can be brave by how end-user effectiveness compares between unusual things.

Internet marketing refers to publicity and promotion hard work to utilize the Web and email to constrain straight sales via an electronic exchange, in adding up to sales leads as of websites or emails.

Need for the study

The researcher, having gone through several reviews relating to the current research, felt that there is a great need to study about the consumer preference on internet marketing. As we are aware that these days, youth are more in internet marketing rather than direct physical marketing. Hence the researcher wanted to find out what products do youth purchase through internet marketing and try to investigate the reward and disadvantages of internet marketing through this study.

Significance of the study

The study is to see further how to develop internet marketing and thereby to satisfy the customers.

Objectives

To find out if youth are aware of internet marketing.

To assess what products the customers prefer to purchase through internet marketing.

To analyze the customer satisfaction and

To evaluate further how to develop internet marketing.

Methodology

Sample selection: A total number of 103 samples were randomly selected for the current research based on their willingness to respond to the Google form. The researcher developed ten items scale to measure the consumer preference on internet marketing, which was formulated in the type of Google forms and administrated online to the respondents. The data thus collected was analyzed using graphical representation and simple statistics, namely percentage.

Correspondence
N Sornakumari
Assistant Professor,
Madras Christian College,
Chennai, Tamil Nadu, India

Results and discussion

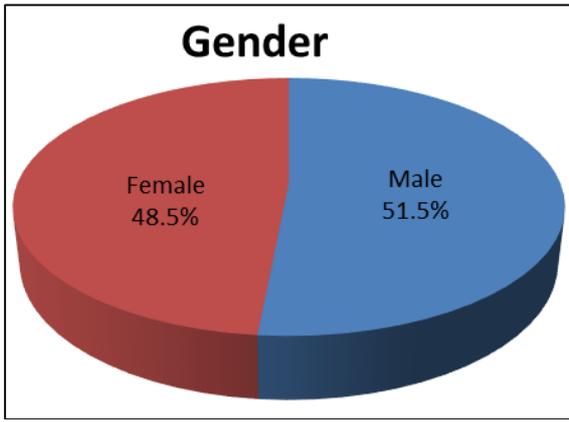


Fig 1: Pie chart showing the distribution of respondents based on gender.

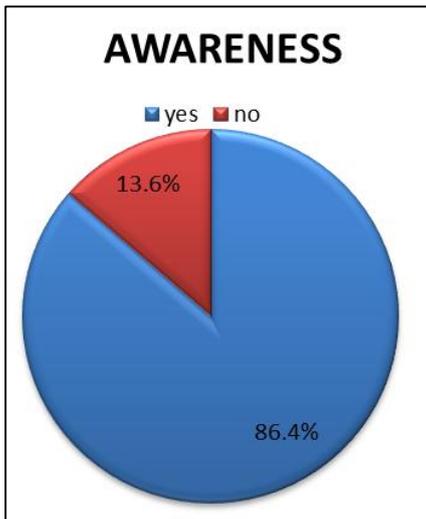


Fig 2: Pie chart showing the awareness level among respondents.

It can be observed from the above fig. 2 that 86.4% of the respondents are aware of internet marketing.

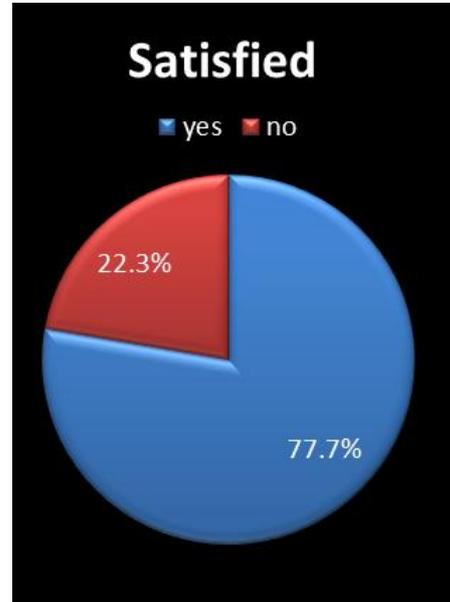


Fig 3: Pie chart shows the proportion of respondents who were contented with e-marketing.

From the above fig 3, it is observed that 77.7% of the respondents are satisfied with internet marketing.

Reasons why respondents are satisfied with internet marketing are as follows

Quality brand Low- cost Efficiency Quick transaction Easy online payment Warranty Repayment option, no need to stand in line, time- consuming More comfortable Home delivery Trusted brands Affordable price Consumes less time No need to go to the shop directly Availability of information regarding products Goods return policy delivered at doorstep

Reasons why respondents are not satisfied with internet marketing are as follows

1. Products won't last long, 2. They are somewhat local, 3. Late delivery, 4. Differential products Showing is one and delivered another one, 5. Return is irregular.

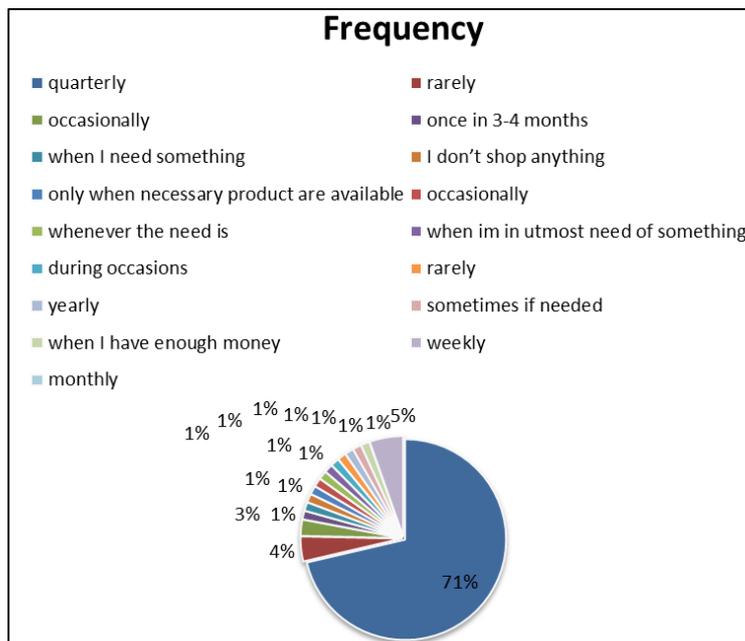


Fig 4: Pie chart showing how frequently customers shop online
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From the above figure, we observe that majority of the respondents i.e. 71% of them buy quarterly. 5% of them buy weekly.

Conclusion

- The majority (86.4%) of the respondents are aware of internet marketing.
- Customers prefer to purchase (A-Z) all the products essential for livelihood purpose through internet marketing.
- Most of the customers are satisfied because of Quality brand, Low- cost efficiency, Quick transaction, Easy online payment etc.
- Some of the suggestions put forth to evaluate further how to develop internet marketing are Easy accessibility, Fast transportation, Suggest the better offers, Have a forever lasting first impression etc.

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