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**Asst. Prof. Vijay Maruti Sukate**

As a Recognition of the Publication of the Paper Entitled  
Impact of E-Marketing on Consumer Behaviour

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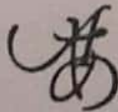
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### 3. Impact of E-Marketing on Consumer Behaviour

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#### **Abstract**

This paper examine the key consumer behaviour attribute and relation among them in E-marketing perspective. Attempt has been made to study the acceptance rate of e-marketing among the consumers and its impact on their purchase decision. E-shopping more convenient & time saving and prefer credit card and Debit cards as the convenient mode of the payment. Paper give direction to improving delivery and advertising web-products & services to achieve objective of E-marketing and E-commerce in long run.

The main goal of the paper is to obtain quantitative describing the actuality of internet shopping in the case of the India in order to explain the development of internet shopping and its impact on consumer behavior. This paper support the research questions that including recent trends and various issues in internet shopping, and principle factors for consumer behavior. Also, the result of the study shows that internet consumer trust and perceived risk have strong impacts on their purchasing decisions. Consumer's trust, privacy concerns, security concerns are the major factors for using internet for shopping, the trust on websites influence to the purchasing decision of any consumer.

**Keywords:** Consumer, Behaviour, E-Marketing, E-commerce, Online, Internet.

#### **Introduction**

Today's world is based on the Internet and in that context E-marketing is the important and influential spearheads in the field of business, marketing and Information Technology offer for the past two decades. Online retailers like Amazon, Flipkart and Snapdeal invest a lot of money to find the appropriate booming season and achieve their targets by throwing up attractive sale offers. E-commerce is made easy and accessible through these social media applications available on the mobile devices. The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also

being developed worldwide. After a long term development of internet, which rapidly increased web users and highly speed internet connection, and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behavior from the traditional mode to more rely on the internet shopping. On the other hand, more companies have realized that the consumer behavior transformation is unavoidable trend, and thus change their marketing strategy.

E-marketing can be defined as marketing of products and services on electronic media. E-marketing is one of the latest and emerging tools in the marketing world. It include the creative use of internet technology including use of various multimedia, checkout and payment. E-marketing & internet marketing terms are used in the same sense. This form of marketing is equally applicable in most of the business models:

- E-commerce — Direct sales of goods to the mass customer/consumer or the business customers.
- Publishing Services — where advertisement are sold
- Lead-based websites — like policy bazaar, sulekha where sales leads are generated are sold to either third party or used in-house to convert them into sales through appropriate channel.

#### **Scope of the study**

The scope of the study is to find out the possible solution regarding online marketing solution. The positive impact of e-marketing on consumer buying behavior and help them in their decision making process. The study will help the business and organization to adopt e-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies. They can easily collect facts and figure from the research paper.

#### **Research Problem**

Efficient and effective online marketing communications influence consumer behaviour in terms of purchase frequency and regular visits to online shopping stores. This generates the problem of discovering the effect of efficient on-line marketing, effective communication, and on-line delivery on the regularity of visits and consumer patronage to shopping sites. In some studies in other countries like USA, UK & China , it has been established that online marketing communication has effect on consumer behaviour.

### Limitations of the study

This paper depends only on secondary data only. Online business marketing and some other e-marketing variable which are not included in this study.

### Objectives of the study

1. To study the brief history of E-Marketing.
2. To study the acceptance of e-marketing among consumers.
3. To study the impact of e-marketing on purchase decision of consumers.
4. To study the shortcomings of online shopping.

### Research Methodology

The research paper is an attempt of exploratory research, based on the secondary data sourced from Books, journals, magazines, articles and media reports, national & international journals, government reports, publications from various websites which has been published and focused on various aspects of E-Marketing.

#### 1. History of Internet Marketing

The history of Internet as a marketing channel started back in 1983 when CompuServe launched the first commercial Internet email product. Internet messaging had previously been available only to the military and universities. A decade later, a "browser" for Tim Berners Lee's hypertext protocol became available as a free download from the National Center for supercomputing Applications. Mosaic, as the browser was called, was soon followed by a more household name, the Netscape Navigator. Very few people and companies thought the web would have any impact on their ability to sell goods and services. Jeff Bezos launched Amazon.com in 1995, most business analysts thought it would flop as consumer would never use their credit card online. The next watershed moment in Internet history was Google Adwords, launched in 2003. Google wasn't first search engine, but it was the first to offer a system whereby advertisers could serve ads in response to users' real-time intent and desires. In 2007 the rules changed again. Mobile content consumption, previously tightly controlled by the carriers (at least in the US), was suddenly controlled by a device manufacturer as Apple launched the iPhone. The most radical and impactful marketing innovation yet is the Open Graph, a Facebook technology launched in April 2010. The expenses used for internet marketing in the US, Canada and other countries totaled to 300 Billion Dollars in 1996. In 1994, the average online marketing figure totaled to 175 Billion Dollars which were all spent for traditional advertising campaigns in one year..

## 2. Difference between online / offline Stores

Even the internet shopping has been rapidly developed, especially in consumer goods industry, but there still have a big difference between traditional and online consumer shopping. Referred to sales in the Indian consumer goods industry, the online sales occupied at a very low percentage rate. That could be caused by many reasons, but the most importance is the advantages exist in both traditional shops and online market; both of them have specific characteristics. For example, the traditional seller can provide convenience in parking and shopping, it allows customers come to read and check the quality of goods before they purchase, and the after service is more directly to customers. However, the traditional store has limited number of goods, and the selling cost is higher than online store. By comparison, we can find out the limitations of traditional store are more likely as the advantages of online store, in contrast, the weakness of online store is also seems as the advantages of traditional store. It is clear from the overview of internet and internet shopping development that e-commerce is being used in many corporations due to the dramatic development of technology and competitive advantages of web selling. Moreover, the expansions of the usage by individuals also become main contributors to the development of internet shopping. Relatively few studies have investigated in the internet shopping and impact on consumer behavior. The previous studies are more focus on the marker's point of view, such as how to establish a more efficient marketing channel online rather than traditional offline channel. Therefore, this research will combines with previous studies from literature reviews, and focus on the impact of the internet shopping on consumer behaviors to find out a comprehensive analytical framework which showing the essential ingredient of marketing and business to satisfying the consumer's needs, and a deeply understanding of online consumer behavior as a reference for any ecommerce company to make marketing strategies.

## 3. Impact of Internet on Consumer Behavior

The influences on consumer behavior are often made between external and internal factors. External factors are come from the environmental conditions, and internal factors are usually from the consumer's mind. There are many factors could influence consumer's behaviors. According to Warner, the external influences could divide into five sectors: Demographics, socio-economics, technology and public policy; culture; sub-culture; reference groups; and marketing. The internal influences are variety of psychological processes, which include attitudes, learning, perception, motivation, self image. The consumers have two types of motives while shopping, which are functional and non-functional. The functional motives are mostly about the time, shopping place and consumer's needs, which could be like one-stop

shopping to save time, the environmental of shopping place such as free parking place, lower cost of products and available to choose from widely range of products. The non-functional motives are more related with culture or social values, such as the brand name of the store. The traditional shopping is simply about the customer to purchase their needs. This behavior will be influenced by the seller's advertising and promotion which attracts customers goes there and purchase goods, afterwards a part of new products will be taken home and be used. discussed. All of these general overviews and discussions about the internet shopping will provide a background to the study and help to building the foundation of academic researches.

#### **4. Consumer Trust on Internet Shopping**

The willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trust or, irrespective of the ability to monitor or control that other party". This definition is widely recognized and the most frequently cited. People purchase products and services are the most based on their level of trust in this product or services, and sellers either in the physical store or online shops. Online trust is the basic and essential element for building a relationship with customers. A present research shows that online trust is lower level than the face-to-face interactions in the physical store. The trustworthiness of E-commerce web site is very relying on the how much privacy security can be provided. For example, a highly technical competence can be a factor to influence the trustworthiness. Internet is secure and thus the site is more reliable to them. Beside this point, if the Ecommerce web site can provide the information about their customer services, location of the office, contact telephone number, and a help button on the web site, customers could also increase their trustiness as they can feel that the online retailers is truly exist.

#### **5. Shortcomings or obstacles of Online Shopping**

##### **5.1. Poor Infrastructure & Logistic Sector**

The comatose state of infrastructure in India is well documented so there is no need sounding like a broken record. Infrastructure like regular internet network, power, roads, railways, aviation all needs urgent attention. The logistics sector is also struggling partly because of the infrastructure decay. Perhaps one key area Indians have seen improved infrastructure in the past five years is in internet accessibility. Indians now enjoy more reliable and efficient internet access than say power or roads. Although each time infrastructure is mentioned the minds of Indians usually go to roads, power, and the like, these are not the only infrastructure shortcomings. For example, a lot of Indians do not have valid addresses. That means that as it is today, there are probably millions of Indians who cannot shop online even if they want to. Without a clear address it will be impossible or expensive to ship products to customers. No one

wants to lose the product they bought with their hard earned money just because someone else has impersonated them or the product got lost because their address was difficult to trace.

### 5.2. Low E-Payment Awareness & Acceptance

India is cash dominated economy. Most transactions in the country are cash based and most Indians love it that way. According to these classes of people cash is safe and more convenient as it is generally accepted. Some consumers are afraid of electronic payment because they fear their money will be stolen online. They often recount how their money or those of their friend or family was stolen via ATM. To make online shopping a way of life in India, Indian consumers must be open to making payments with e-payment solutions.

### 5.3 Low Level of Trust

Trust is a big issue in India. This is why very little transactions in India are done online. This is somehow connected to an inefficient identity management system. Most transactions are done face to face because both parties want to see who they are dealing with personally. The idea of sending money to someone you have not seen or have never met physically is alien to most Indians. This is bound to be bad for the online shopping and e-commerce industries in India. Trust is also an issue with online shopping all over the world. In consumer-based e-commerce, consumers (users) are the trust ors and online firms are the trustees, since users provide sensitive information such as e-mail addresses, credit card numbers, and personal preferences to these firms and are hence vulnerable to firm behaviour. Users have limited ability to monitor or control firms' use of their private information; hence, the need for trust. Trust is undoubtedly a major factor in commerce, both online and off-line. These are however the major trust challenges that inhibit online shopping in India.

### 5.4 Low Human Capacity

Low human capacity has always been identified as a key limiting factor to the growth of the Indian economy. Education and learning infrastructure are important. In addition, online shopping and e-commerce are relatively new in India hence certain specialist skills may not be readily available in India. Online stores targeting India must come prepared to handle this challenge.

### 5.4 An Unregulated Marketplace

India is a largely unregulated market. Anyone can buy and sell anything in India: adulterated, fake, banned, and new products. Although there are laws or appear to be laws, these laws are hardly enforced because agencies saddled with the regulation of goods and services are either understaffed, underfunded, or just plain corrupt. In addition, there are currently little or no



laws regulating online transactions in India, and this makes consumer protection difficult. Building a reputable online store in India will no doubt pose a lot of challenge.

#### 6. Consumer Buying Behaviour

Marketing create opportunities for consumers and one of those opportunities is the evolution of online marketing. The behavior of consumers plays an important role to the success of businesses and this has an overarching influence in online marketing. E-marketing is the future of globalization and online marketing industry. Millions of people around the globe spend most of their time online, exposing themselves to digital and social media networks and this has motivated their buying habit. Consumers in Malaysia are quickly adapting to the rubric of online marketing. Nevertheless, majority of the consumers go online mainly for social networking and instant messaging. The buying behavior of final consumers— individuals and households that buy goods and services for personal consumption. Consumer buying behaviour is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the market place when purchasing a product (good) or service. Effective advertising will aim to influence consumer behaviour at each and every stage of the consumer buying process. There are many different types of advertising that firms can employ to do this. Commercial advertisers often seek to generate increased consumption of their products or services through branding, which involves the repetition of an image or product name in an effort to associate certain qualities with the brand in the minds of consumers. The social media has provided a new platform for consumer to interact and influence behaviors. The social media assures direct communicate on between the customer and your brand and therefore influences behaviour by making a consumer a virtual journalist or public relations expert.

#### Conclusion

This study is mainly focus on the factors from the Internet and examines those factors that affect the consumer's online shopping behaviors. It starts with the current status of the Internet development, and mentioned the background of marketing. There are three main sections have been discussed: traditional shopping behavior, Internet shopping and online consumer behaviors. Each section starts with the concept, and followed by other perspectives. The research focus on the Internet shopping (include the nature of Internet shopping, E-commerce website, and online security, privacy, trust and trustworthiness) and online consumer behaviors (include background, shopping motivation and decision making process). Those factors were looked at, and examined to reveal the influence at online consumer behaviors. Moreover, the customer's purchase decision making process was also examined to identify the potential factors. The information search is the most important factor that helps the customers

find the suitable products or services for their needs. Therefore, the online retailers have to enhance and improve the information supporting such as provide much detailed product information and use internal search engine in order to increase the efficient of information search.

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