



A STUDY ON EFFECTIVENESS OF CONSUMER DELIGHT ON E-COMMERCE PLATFORM WITH UNIQUE REFERENCE TO COIMBATORE CITY

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ABSTRACT

Today, people live differently. When visiting a crowded market, people feel uncomfortable and take time. Therefore, EShopping is a blessing because it saves a lot of time. Online purchase is a method in which a purchaser purchases goods or offers from a supplier without delay via the Internet. Shoppers can access the online store from home and sit in front of a computer to save money. Online shops are usually open 24 hours a day, and many buyers have internet access both at painting and at home. Therefore, it is very convenient to save it online.

Keywords: Online-purchase-shop

1. INTRODUCTION

The Internet has evolved significantly among programs and most customers with the sole features of interactivity, flexibility, and personalization. It was an absolutely useful device for entertainment, education, oral exchange, and digital commerce. Revolutionary extras introduced through the generation of facts have a profound impact on everyday life. This has changed the way trading companies operate through licensing agencies, providing an unlimited variety of services and products to all customers around the world at any given time.

The Internet has emerged as a marketing and marketing medium. Many agencies have grown to the Internet to sell their products, articles and services. The Internet is considered the largest direct advertising channel on the world market. Companies are pouring billions of greenbacks into internet marketing and marketing to earn additional revenue from advertising funding.

OBJECTIVE OF THE STUDY

1. Determine the effectiveness of Internet advertising on reach and recognition.
2. Judge the reliability of Internet advertising by recall.
3. Research on changes in customer purchasing behavior and their impact on digital marketing.

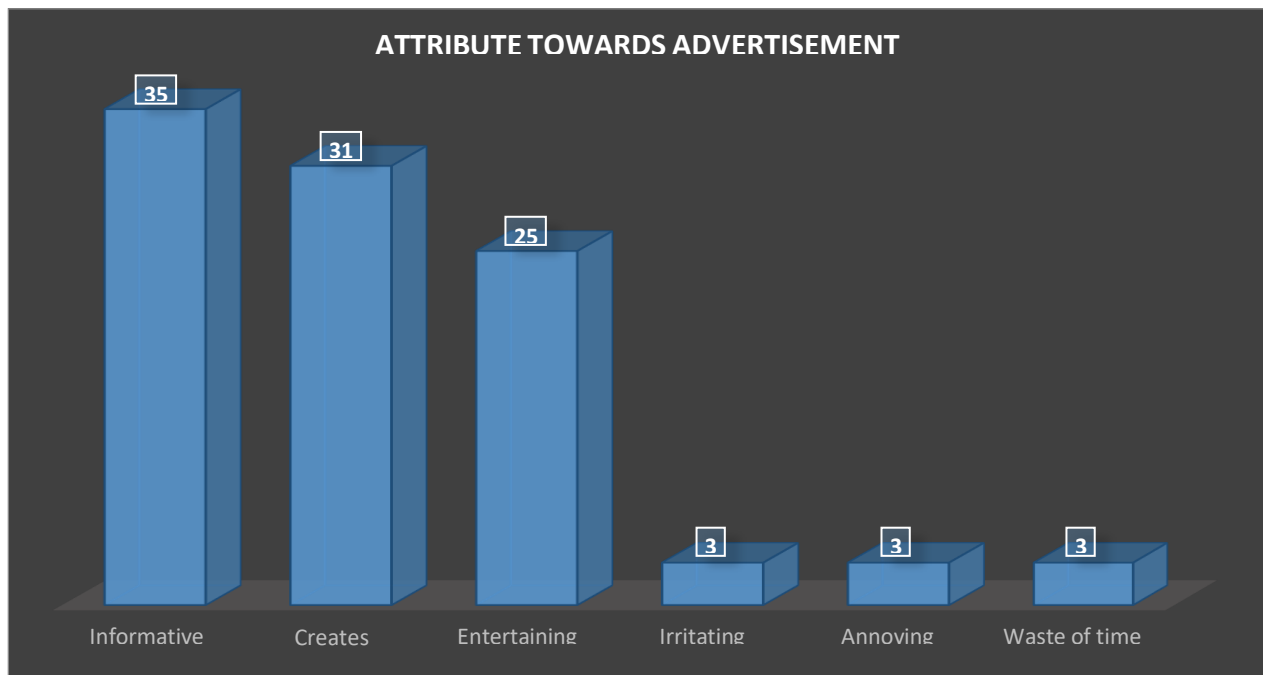
2. REVIEW OF LITERATURE

- **Woolen, (2019)** previous researches suggested that men are more likely to purchase products and/or services from the Internet than women.
- **Engel, Blackwell and Miniard**, defines purchasing intention as a psychological process of decision-making. Pan, (2016) defined purchasing intention as the eagerness of purchasing the product.
- **According to Xia and Monroe (2015)**, their study resulted that consumers with a shopping goal are more responsive towards promotional messages such as “pay less” and “discount” while consumers without shopping goal are responsive towards promotional messages such as “save more” and “free gift”.

Attribute towards advertisement

Purpose	Frequency	Percent
Informative	35	35
Creates awareness	31	31
Entertaining	25	25
Irritating	3	3
Annoying	3	3
Waste of time	3	3
Total	100	100

As shown in Table most of the respondents (35%) indicated that advertising was informative, with a closer percentage indicating creation of awareness. 3% indicated that advertising was either irritating, annoying or a waste of time. These findings mean that most of the respondents had a positive attitude approach towards advertising as illustrated by their various perceptions about the use of advertising. This clearly shows a positive attitude approach toward advertising and hence is a good indication for marketers. In order to further identify the efficiency of internet advertising on reach and creation of awareness, the respondents were requested to indicate the amount of time spent on various platforms of advertising. The responses were rated on a five point Likert scale where: 1=less 1hr, 2=1 - 2hrs, 3=2 - 4hrs, 4=4 - 6hrs while 5=over 6hrs.



3. THE CONCEPT OF E-SHOPPING

Online shopping is slowly creeping into India. As of now a large number of people wish to buy everything from groceries to clothes online. The Indian spectator was suspicious of shopping online owing to potential theft etc. However, that has now changed. Only very last year during Diwali, online portals made more profit compare to retail stores. Therefore, India has become one of the millions of happy online shoppers from a country of cautious online shoppers. There are numerous online shopping portals out there. But who to trust is a considerable dilemma.

SUGGESTIONS

The following are the important suggestions of the study

1. Marketers need to understand the accessibility of the digital facilities to the customer section, before introduced and launching any product in online.
2. Marketers require conducting pre market survey to identify the need of the consumers particularly in internet digital marketing.
3. Consumers need to be aware of digital marketing and there is a need to create a suitable awareness.
4. As most of the studies exposed that the customers are risk averse and hence they need to be taught how to handle risk associated with digital marketing.
5. The study ultimately suggests the readers and users to be aware of all the Digital marketing portals and make use of their utility to the maximum extent with extreme care and caution.

4. CONCLUSION

In summary, consumers, their purchasing behavior, their purchasing power, their awareness of their products, etc., have a greater impact on the purchasing behavior of individuals and their loved ones. According to the current national youth policy, India has about 33 core people, young people in the 15-29 age group. They form most of the Indian market. To become a successful marketer in a devastating economy in the next few days, all marketers need to understand the psychology of this youth sector. The Digital marketing which has revolutionized the economy in general and marketing in particular poses many threat and challenges to the marketer in the competitive market. Changing buying behavior warrant the marketers to understand the consumer in a better way to devise suitable marketing strategies to retain the present and to capture the potential market, so that the market can move on from the mere customer related marketing approach to Technological Customer related Marketing approach in the near future.

REFERENCE

- [1] Woolen, (2019), Web Advertising: Gender Differences in Beliefs, Attitudes, and Behaviors. Journal of Internet Research: Electronic Network Applications and Policies.
- [2] From the Pan (2016, p.5) study, the author cites Engel, Blackwell, and Miniard. It defines purchase intent as the psychological process of decision making.
- [3] Xia and Monroe (2015, p. 691) quotes from Monroe that price promotion has several advantages: B. Increased demand, adjustment of supply and demand fluctuations, and increased consumer purchases over time.