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A Study on Consumer Mind-Sets and Attitudes towards Online Marketing

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ABSTRACT

We are doing this study to learn how firm personalization has a tendency to highlight its beneficial impacts, emphasizing benefits for both marketers and customers. In this study, customer responses to both sorts of communications are compared, and it is demonstrated that a crucial factor from motivational psychology, consumer mind-sets, accounts for variations in consumer responses to promotional messages. We discover that personalization is not always advantageous, contrary to earlier research. The usage of personalized communications is a greater financial waste than the use of non-personalized messages since some consumers do not want to receive promotional messages at all. Additionally, in many situations, promotional messaging could work against the marketing effort. . This study paper's primary goal is to comprehend customer attitudes about online purchases of products and services. The effectiveness of online customer purchases is influenced by factors such as the Internet marketing environment, product details, and seller offers. When anticipating the future growth of online marketing and the inputs needed for customers to easily purchase online, marketers may benefit from a thorough understanding of customers' online purchasing behaviors.

KEYWORDS: Online purchasing, Internet users, online marketing, consumer mindsets and attitudes.

1. Introduction

Businesses may tailor their marketing strategies to specific clients in the online environment by personalizing their services. Personalization is seen as a significant advantage provided by the internet since it reduces customer search costs and improves the effectiveness of their decision-making process. This notion has encouraged companies like Amazon.com to often use personalization strategies. Although the advantages of personalization have been extensively explored in literature, few research have examined whether doing so is always advantageous. The literature on customization operates under the premise that it is always advantageous since customers are likely to value efforts to tailor online marketing messages to their tastes. Customers may, however, choose not to receive online marketing messages when visiting a website. It is a waste of resources to target these clients with personalized communications that are more expensive than non-personalized messages when that money may be used to target customers who will value such efforts. Additionally, if businesses wish to employ internet marketing messaging in these circumstances, a less expensive, non-personalized form, such banner advertisements, is probably just as successful. By dividing customers into buyers and browsers, or more precisely, by dividing customers based on the particular goals they have in mind when accessing a site, it is possible to identify which consumers might be responsive to personalized online marketing messages. In this context, the idea of mind-sets—the cognitive orientations customers have that are consistent with their goals—has been helpful. Due to this, customers with various mindsets have varying levels of banner ad recall, whereas those with goal-oriented mindsets have varying purchasing intents. By suggesting that customers with various mindsets will react differently to internet marketing messages, we deepen and broaden on these ideas in an effort to show advertisers where their advertising budgets would be best spent. To do this, we look at how consumer attitudes towards internet marketing messages are influenced by four main mind-sets: implemental, search/deliberate, hedonic, and knowledge-building. To see if money poured into the personalized vs non-personalized internet marketing messages, we further explore the distinction between the two.

The biggest limitation of internet marketing is the lack of tangibility, which means that customers cannot touch and examine the goods before placing an order to purchase. People currently prefer online purchases since they do not have to travel to a certain market to acquire a thing; instead, they can make an order with a single click and the product will be delivered to their home.

2. Objective of the study

• Research and understand the many methods of online (Internet) marketing.

• To comprehend the significance and efficacy of an online (Internet) marketing plan.

• Using a questionnaire, examine customers' attitudes regarding online (Internet) marketing tactics used by marketers.

3. Result and discussion

The questionnaire is carefully constructed to fulfil the study needs. The questions were phrased in such a way that they could be simply answered, and the respondents were eager to respond.

Data collection: by collecting and analyzing consumer data, businesses may better understand their customers' requirements and preferences.

1. How much importance you are giving to the price of the product than reliability of the product while doing online purchasing?

Gender	More important	Important	Not Important	Not more Important	Total
Male	10	14	8	3	35
Female	8	10	5	2	25
Total	18	24	13	5	60

Total 18 respondents in the aforementioned table ranked product price higher than product dependability, demonstrating their keen attention to cost while making any form of online purchase. 14 men and 10 women out of 24 respondents said that pricing is a key consideration for them when making online purchases. 13 respondents said that price is not a significant consideration, while 5 said that price is not more essential to them, which indicates that they place more value on a product's dependability than its price.

2. What is your satisfaction level by doing online purchasing?

| Gender	Highly Satisfied	Satisfied	Not Satisfied	Total
Male	14	16	5	35
Female	8	13	4	25
Total	22	29	6	60
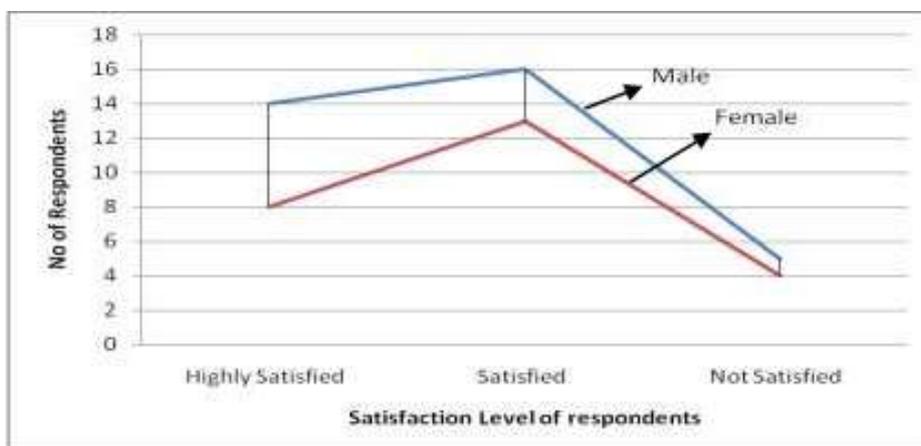
According to the above graph, 40% of men in the mail group are very happy with the online purchase experience, 46% are just satisfied, and the remaining 14% of men are dissatisfied. While 32% of female consumers are extremely happy, 52% are satisfied, and 16% are dissatisfied with their online shopping experiences.

3. **Do you think that Trust & Security risk is involved in online purchasing? How much you are agreed on this statement?**

Particular	No of Respondents	Percentage (%)
Strongly Disagree	26	43
Disagree	16	27
Neutral	13	22

Agree	3	5
Strongly Agree	2	3
Total	60	100

No of Respondents in percentage
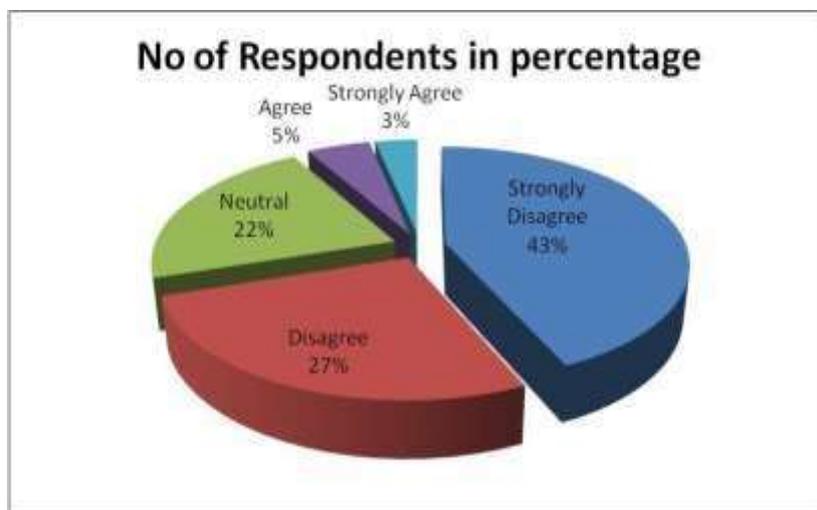
In response to the preceding question, 43% of respondents strongly disagreed; they responded based on their online shopping experience, and they feel that there is no trust or security risk involved when purchasing online. 27% of those polled agreed. 22% of respondents were neutral, indicating that they neither strongly disagree nor strongly agree. 5% agreed, 3% disagreed, and they feel that trust and security risks are involved in internet purchase.

Conclusion

With the increased use of the Internet, online (Internet) marketing is becoming increasingly popular. Understanding customer wants for online commerce has become a difficult undertaking for all marketers today. Specifically, to comprehend consumers' mindsets and attitudes towards online (Internet) marketing, which will assist marketers in expanding their competitive advantage over rivals. As a result, this study has primarily focused on two research questions: 1) which variables influence customers to purchase online and 2) which aspects are most beneficial for Surat District online shoppers. 2) Who are the demographics of online (Internet) purchasers? The study's result will provide a clear and comprehensive picture. The findings of this study will provide online retailers with a clear and wide picture, allowing them to grasp the specific factors that influence customers to buy online, allowing them to build their strategy to cater to online purchasers.

According to the findings of this study, the e-commerce business has experienced remarkable growth in recent years. With it online consumer expectations and to deliver the best to their clients, online retail rivalry is expanding day by day. As a result, it is becoming increasingly important for online vendors to deliver a quality online (Internet) buying experience to online customers.

4. Acknowledgements

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