

PERCEIVED BENEFITS AND ISSUES OF CONSUMERS IN ONLINE SHOPPING

Dr. D. Kumaresan

Professor and Director, School of Commerce, KSR College of Arts and Science for Women,
Tiruchengode. Email ID: winnerkumaresan@gmail.com

Dr. S. Muthulekshmi

Assistant Professor, Department of Commerce, Kumaraguru College of Liberal Arts and
Science, Coimbatore

Dr. S. Krishnakumari

Assistant Professor, School of Management Studies, Sathyabama Institute of Science and
Technology, Chennai, Tamilnadu

V. Reethu

III BPA, Department of Commerce, Kumaraguru College of Liberal Arts and Science,
Coimbatore.

Varsha K S

III BPA, Department of Commerce, Kumaraguru College of Liberal Arts and Science,
Coimbatore.

ABSTRACT

Online marketing encompasses the exchange of information, products, and services through computer networks or the internet. Technologies like the internet and electronic commerce aim to revolutionize global business. Consumer purchasing behaviors constantly evolve due to market dynamics and their impact. Examining both consumer buying behaviors and the influence of online marketing on these behaviors is complex yet crucial for any organization's survival and growth. Understanding online marketing and its strategies is essential. Emphasizing the impact of online marketing on consumer purchasing behavior is imperative.

The role of online marketing in the economy is significant, leveraging advanced technology and the internet. Despite its trending nature and diverse methods, India lacks experts and masters in online marketing. This shortage calls for proficient online marketers who can ethically facilitate products reaching their intended customers. Consumers also need education and a comprehensive understanding of online marketing, its methodologies, and its advantages and disadvantages since it profoundly influences consumer purchasing behavior. The consumers perceive certain benefits while shopping through online mode and they are facing a lot of issues in online shopping. This paper discusses perceived benefits and issues of consumers in online shopping.

Keywords: Consumers; Issues; Online shopping; Perceived benefits.

INTRODUCTION

The allure of swift delivery and seamless payment systems in online shopping has fostered consumer trust. Even online classifieds have smoothly adapted, transforming job searches. The internet stands as a disruptive technological force, gradually enticing consumers globally towards online shopping. In a national context, however, online marketing is still in its nascent stages and requires deeper exploration. This observation spurred the researcher to undertake a study titled perceived benefits and issues of consumers in online shopping.

This study delves deep into the intricate landscape of online marketing, offering valuable insights into consumer preferences and concerns in the digital realm. Through a meticulous analysis of various online marketing methods, the study sheds light on the nuanced preferences of consumers, revealing the prominence of mobile marketing, websites, and social media in their interactions. It uncovers not only the favored channels but also highlights the primary influencers shaping consumer decisions, such as product reviews, product variety, and global market accessibility. Moreover, the study unveils the significant challenges faced within this domain, notably centered around security issues, technical concerns, and the imperative need for consumer education in navigating the risks associated with online marketing. These findings pave the way for actionable suggestions aimed at addressing these challenges and leveraging opportunities to enhance consumer trust, improve experiences, and positively influence consumer behaviors within the digital marketplace.

OBJECTIVES

- To know about the online marketing and its methods.
- To highlight the Perceived benefits and issues of consumers in online shopping.

REVIEW OF LITERATURE

Dr. Simran Kaur, and et al (2018), in their study entitled “Impact of digital marketing on consumer Purchase Behaviour” reveals that in the highly competitive market and technology advancement with the usage of internet it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in the highly competitive market in the highly competitive market and technology advancement with the usage of interest it has shifted the traditional market to digital marketing strategies. Digital marketing grab wide area and in highly competitive market it involve exploring business model using digital technologies which reduces cost and expand business globally. Today digital marketing have a greater scope of expanding their business in the future as customers are much more safer than traditional marketing. Digital marketing provide opportunity to the customer to have a look on the information of the product provided opportunity to the customers to have a look on the information of the product provided by the company and can able to do comparison. Accordingly, so that they are able to enjoy right to choice and can place order at any time 24*7 at any place. With the updated technologies and increase in the usage of internet engagement, interconnectivity of consumers its increasingly day by day as a result of which consumer behaviour of changed and organisation should understand

the behaviour of consumer. This research study analyse the impact of digital marketing on consumer buying behaviour. As a result digital marketing have positive impact on consumer buying behaviour, traditional marketing soon should be shifted to digital marketing.

Naseeth Ahamed Nizar and Chrishankar Janathanan (2018), in their study entitled “Impact of digital marketing on consumer Purchase Behaviour” reveals that the purpose of this research is to identify how the social media marketing impact on the consumer purchase decision. The objective of this search is that to define the term social media marketing and consumer purchase behaviour, to carry out a literature review on the subject of consumer purchase behaviour and impact of social media, to conduct a primary research with the help of questionnaire and interviews on the impact of social media advertising and consumer purchase behaviour, and to review the findings and to make recommendations to management of Dialog Axiata.

RESEARCH METHODOLOGY

The study has adopted descriptive method. Primary data have been collected from 70 samples from Krishnagiri district using a structured questionnaire. Secondary data have been collected from various published and unpublished data from books, journals, magazines and so on. The sampling method adopted for the study is convenience sampling method and a sampling unit of 70 respondents has been selected from Krishnagiri district.

LIMITATION

The data is confined to the respondents of Krishnagiri district which may or may not be suitable to other districts.

ANALYSIS AND INTERPRETATION

Analysis and interpretation of this study focus on delving into online marketing, its methodologies, and the resulting impact on consumer purchasing behavior.

METHODS OF ONLINE MARKETING

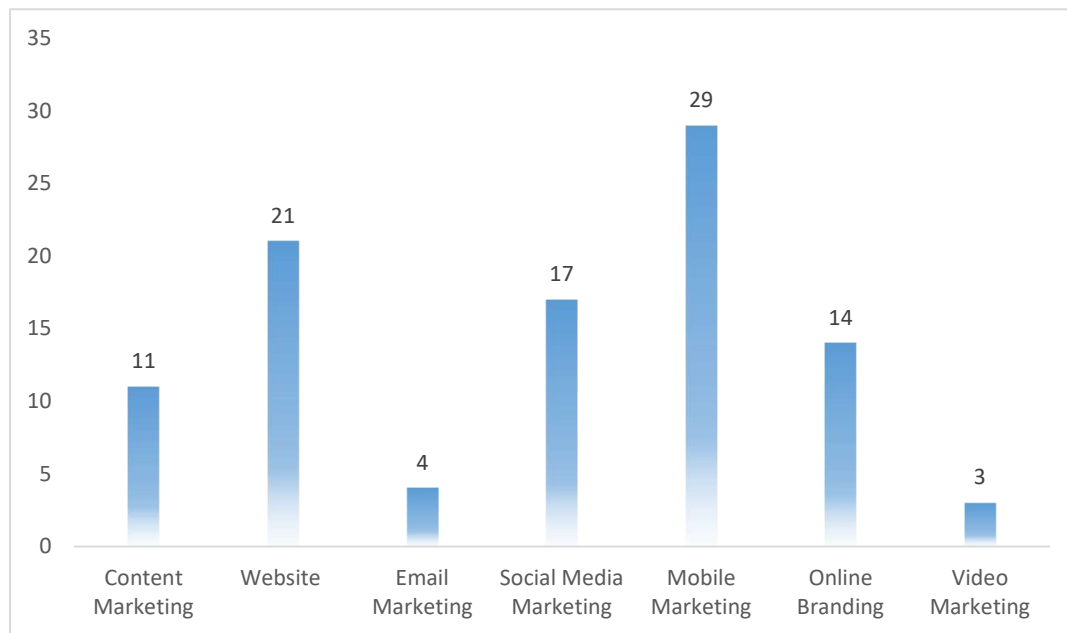
When exploring the methods of online marketing, several strategies stand out for their ability to captivate customers and influence their purchasing decisions. Below, we delve into the analysis and interpretation of these impactful methods.

TABLE NO: 1. METHODS OF ONLINE MARKETING

<i>Methods</i>	<i>No of Respondents</i>	<i>Percentage</i>
Content Marketing	8	11
Website	15	21
Email Marketing	3	4
Social Media Marketing	12	17

Mobile Marketing	20	29
Online Branding	10	14
Video Marketing	2	3
Total	70	100

Source: Primary Data



Graph 1. Methods of online marketing

Table 1 displays the respondents' favored methods of online marketing. It's evident that 29 percent of participants favor mobile marketing, 21 percent favor websites, and 17 percent lean towards social media marketing. Conversely, the least preferred methods appear to be email marketing and video marketing.

PERCEIVED BENEFITS OF ONLINE SHOPPING

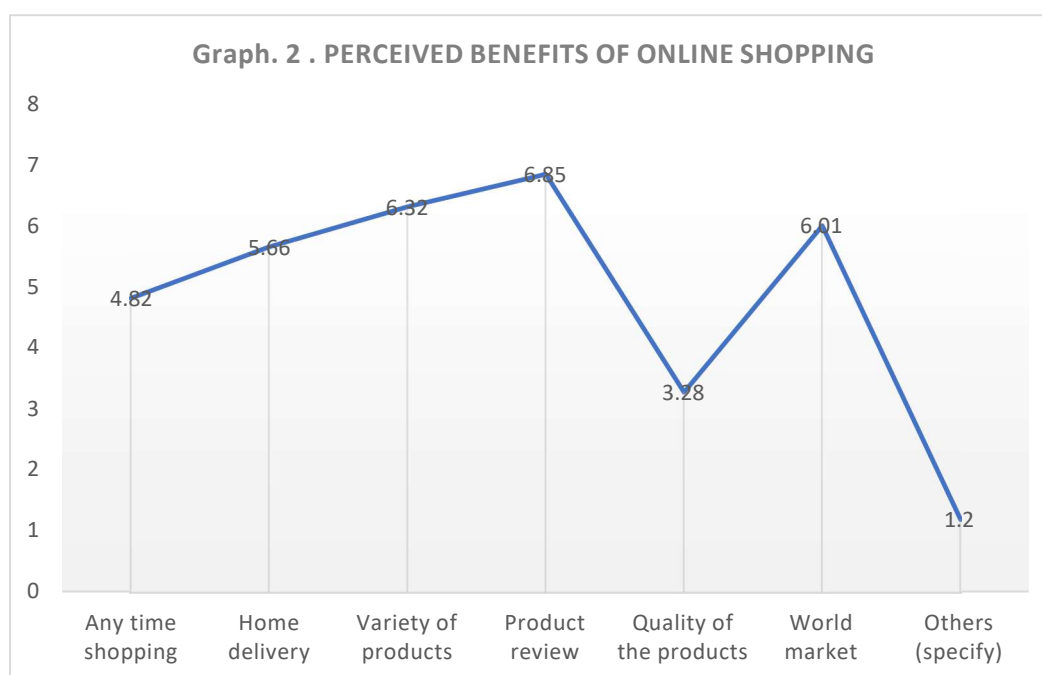
The examination and interpretation of the perceived benefits and issues faced by the consumers while shopping through online mode were conducted using Friedman's rank test.

TABLE NO: 2. PERCEIVED BENEFITS OF ONLINE SHOPPING

PARTICULARS	MEAN VALUE	RANK
Any time shopping	4.82	5
Home delivery	5.66	4
Variety of products	6.32	2

Product review	6.85	1
Quality of the products	3.28	6
World market	6.01	3
Others (specify)	1.2	7

Source: Primary Data



Graph 2. Perceived benefits of online shopping

Table 2 illustrates the most favoured perceived benefits of consumers while shopping through online mode. Out of the perceived benefits, product reviews, secured the top rank. Following closely behind, the variety of products claims the second rank, while the global market accessibility secures the third position. In contrast, the quality of products and other miscellaneous factors occupy the last two ranks. These "other" factors encompass elements like pride, leisure, and relaxation, among others.

ISSUED FACED BY CONSUMERS IN ONLINE SHOPPING

In the realm of online commerce, the influence of marketing strategies is undeniable, shaping consumer behaviors and choices. While online marketing introduces convenience and accessibility, it also carries with it certain negative ramifications that affect consumer buying behaviors. This exploration seeks to uncover and dissect the issues faced by consumers, shedding light on the challenges and pitfalls that arise within this digital landscape. The issues faced by the consumers in online shopping have been analysed and interpreted by applying Friedman's rank test.

TABLE NO: 3. ISSUES FACED IN ONLINE SHOPPING

PARTICULARS	MEAN VALUE	RANK
Technical issues	4.32	6
Security issues	7.89	1
Logistic issues	5.86	4
Psychological issues	6.77	3
Inferior quality	7.04	2
Spurious goods	4.11	7
False advertisements	5.13	5
Others (specify)	3.98	8

Source: Primary Data

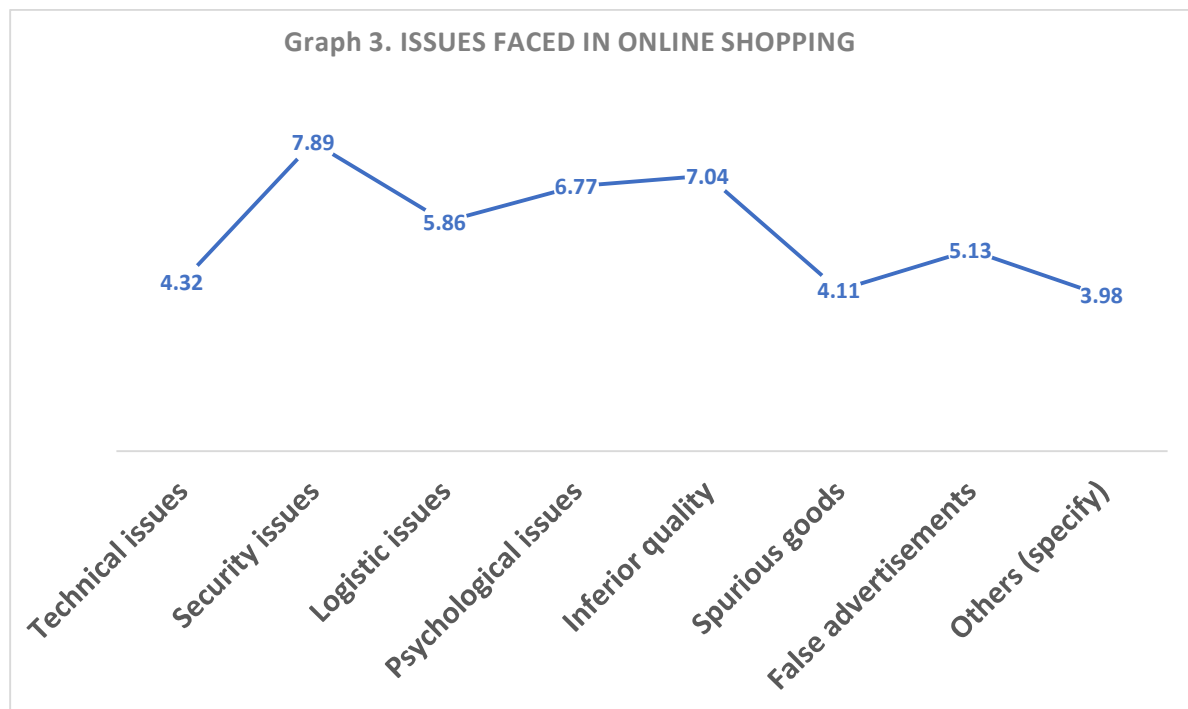
**Graph 2. Issues faced in online shopping**

Table 3 presents the issues faced by consumers in online shopping, ranking the identified issues according to respondents' opinions. Security Issues take the top rank, indicating it as a major concern faced by a significant portion of individuals. Following closely, Inferior Quality claims the second position, while Psychological Issues secure the third rank. Conversely, Technical Issues, Spurious Goods, and other miscellaneous concerns such as adulteration, unsuitability of products, and artificial scarcity occupy the last three ranks.

FINDINGS

- ✓ Mobile marketing ranks highest among respondents at 29%, followed by websites at 21%, and social media marketing at 17%. Email marketing and video marketing are the least favored methods.
- ✓ Product reviews hold the top spot, followed by the variety of products and global market access. Quality of products and other miscellaneous factors rank lower.
- ✓ Security issues take precedence, followed by concerns regarding inferior quality and psychological effects. Technical issues, spurious goods, and other concerns like adulteration rank lower.

SUGGESTIONS

- Address security and technical issues to enhance customer trust and experience.
- Provide comprehensive awareness and education about online marketing to customers.
- Equip customers with knowledge on managing risks associated with online marketing.
- Focus more on emerging trends in online marketing to positively influence consumer behavior.
- Develop educational initiatives to inform consumers about various online marketing methods. This can be achieved through workshops, online resources, or informational campaigns to increase consumer awareness.
- Focus on addressing security concerns associated with online marketing. Implement robust security measures to alleviate consumer apprehensions regarding online transactions and data protection.
- Implement strategies that prioritize customer needs and preferences. Tailor online marketing campaigns to align with consumer behaviors and desires, enhancing the overall buying experience.
- Stay updated with the ever-evolving landscape of online marketing. Embrace and leverage emerging trends to engage customers effectively and influence their buying behaviors positively.

CONCLUSION

The study aimed to delve into two primary objectives: understanding online marketing and its methodologies and highlighting the perceived benefits and issues of consumers in online shopping. Through the exploration of various online marketing methods, it became evident that consumer preferences vary significantly, with mobile marketing, websites, and social media standing out as preferred channels. The major benefits were found to be substantial, with product reviews, product variety, and global market access being primary influencers.

The suggestions put forth aim to address existing challenges and opportunities within online marketing. By focusing on education, security enhancement, consumer-centric approaches, and staying attuned to emerging trends, businesses can not only mitigate negative impacts but also harness the potential of online marketing to positively shape consumer behaviors and experiences.

In conclusion, the study underscores the importance of understanding consumer behaviors in the digital realm and adapting marketing strategies accordingly. By embracing innovation, prioritizing consumer needs, and ensuring a secure and informed consumer environment, businesses can maximize the positive impact of online marketing on consumer buying behavior.

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