

A STUDY ON ONLINE MARKETING IN MADURAI CITY FOR VEGETABLES

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Abstract: *The purpose of this study is to examine and analyze the online marketing in Madurai with special reference to fruits and vegetables (especially in Madurai website and users in Madurai region). Also tried to find out various attitudes of online users of Madurai region towards the online marketing. For this study survey was conducted during 1st April to 31st May 2019. The data collected from respondents for pilot study through scheduled containing questions. The study result concluded that future of e-tailers in India especially in regions looking very bright. This study made from the online consumers and e-retailers those who created their own websites in Madurai region. The following websites are functioning in Madurai region. www.thalluvandi.com, www.kaaiarigal.com, Alagendra supermart.com, www.sbuyers.com, othakkadai.com, anjaraipetti.com offering best prices and services, good products and completely hassle-free marketing experience for consumers. Online marketing certainly provides many advantages and gains to all stakeholders that are not available in offline shopping like anytime marketing, travel less marketing and expenses less shopping; but at the same time, it also be set with many risks, which are again not associated with offline marketing like lack of privacy, security, safety, the possibility of getting the wrong product and or damaged product. The growth of online marketing is not only in India, but also in other countries. The success of any e-tailers in India is depending upon its popularity, its images, its unique and fair policies and its consumer relations etc...*

Keywords: *online marketing, consumers, e-tailers, Madurai, website, internet.*

INTRODUCTION:

Recently at present time online marketing or e-tailing is the new trend of shopping in India that is used to refer to computer based marketing or e-marketing same like internet banking or e-banking. Over that past few years, online marketing or e-tailing has increased percentage of online marketing in India. Online marketing is a fast growing marketing in India and it is not only due to the growth of internet in India, but also and more importantly, due to the advancement in the income level of the buyers. The arrival of online marketing or e-commerce started with the introduction of train ticket booking, which slowly moved to the domain of others service and goods in due course. Now apart from the e-tailers like flip kart, Amazon, snap deal, Jabong, shop clues and others, many offline shops have also extended their operation into the online territory, thereby widening their reach and growth. The business model of online marketing is quite different from that of offline shopping in the sense that in most of the cases, there is no direct link between seller and buyers, as they are linked through the e-tailers, who thus act as intermediaries. The actual seller who supplies their products to the e-tailers need not be established brands or manufacturers and the product quality need not be a proven one. In offline shopping, consumers can select the sellers or the shops according to their requirements, while in online marketing; it is possible the consumers may end up buying from an unscrupulous seller. Thus,

the onus of buying the right product from the right seller falls entirely to the consumers, who need to be quite aware about the nuances of online marketing. In the event of getting the wrong product or damaged product, the degrees of the problems faced by the consumers become manifold. Moreover the presence of numerous e-tailers further accentuates the risk associated with online marketing. However, people repeatedly shop online for their various requirements which are evident from the consistent rise in the volume of online marketing every year.

The number of studies made in India, where there is huge boom in online shopping in the last few decades and also it is quite less compared to other countries. There are difference in culture, buying habit, buyer's expectation and their perception, which are not only inter-country in nature, but also intra-country and even intra-state. There is no holistic study to examine the online marketing in fruits and vegetables in the recent past, especially in Madurai, which involves right mix of different segments of consumers. No attempt has been made to segregate the consumers on the basis of their buying behavior, which will throw more light on the inherent discrepancies in the extent of satisfaction and expectation among the respondents. The present study examines the online marketing in fruits and vegetables of selected online websites in Madurai. Online consumers are the sample respondent residing in

Madurai region by classifying them into different categories on the basis of their buying behavior.

OBJECTIVES OF THE STUDY:

1. To measure the factors influencing the consumer's preference for online marketing
2. To analyze the satisfaction towards online marketing
3. To assess the attitude of the consumer towards online marketing.

MATERIALS AND METHODS:

Method of the study:

The researcher was adopted the survey method to study the factors influencing and satisfaction towards online marketing in Madurai region among online consumers. The researcher has used simple random sampling technique for collecting data.

Sample:

In this study online consumers are sample. The researcher has selected 40 respondents for pilot study.

Sampling techniques:

The researcher has used a structured questionnaire was prepared for the purpose of collecting the primary data. A part from variables like gender, age, and overall customer satisfaction were collected and percentage method used for this study.

Data analysis:

1. Table showing respondent's using online marketing Age group wise analysis:

Online users age group wise		
Particular	Frequency	Percentage
Age group 20-25	24	60%
Age group 25-30	10	25%
Age group 30-35	4	10%
Age group 35-40 above	2	5%
Grand total	40	100%

Interpretation: Table 1

From the above table it is clear that most of the respondents (60%) are 20-25 age group. 25% of respondents are 25-30 age group. 10% of respondents belongs to 30-35 age groups. 5% of respondents are 35-40 above.

2. Table showing respondent's status about online marketing:

Status of online purchase		
Particular	Frequency	Percentage
Yes continue	32	80%
No discontinue	8	20%
Grand total	40	100%

Interpretation: Table 2

From the above data it is clear that majority 80% of respondents are using online shopping and they continued that whereas 20% of respondents discontinue online shopping for further.

3. Table showing motive behind online marketing by respondents:

Motive for buying online		
Particular	No of respondents	Rank
Saves time	35	2
Easy to purchase	28	5
Price	38	1
24/7	30	4
convenience	32	3

Interpretation: Table 3

From the above data it is clear that respondents ranked following reasons for motive behind online marketing 1 price followed by 2 for saves time, 3 for convenience, 4 for 24/7 availability and last 5 for easy to purchase.

4. Table showing consumer belief in using website:

Belief in using websites		
Particular	Frequency	Percentage
Security	28	70%
Trust	10	25%
Privacy	2	5%
Grand total	40	100%

Interpretation: Table 4

From the data it is observed that 70% of consumers believe security is most important for website user, 25% believe in trust and 5% believe in privacy for website user.

5. Table showing payment method for online marketing:

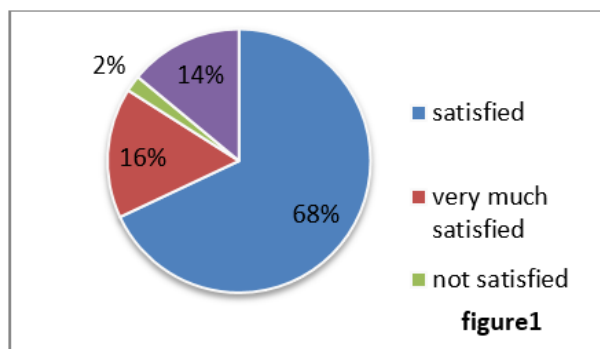
Payment method for online marketing		
Particular	Frequency	Percentage
Cheque	-	-
Debit card	2	5%
Credit card	1	2.5%
Cash on delivery	37	92.5%
Grand total	40	100%

Interpretation: Table 5

From the above table it is observed that 92.5% of respondents pay cash on delivery for online purchase

and 5% use debit card and 2.5% use credit card for purchase.

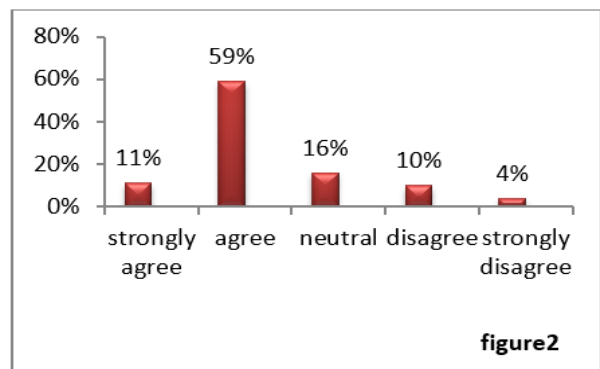
1. Figure showing satisfaction level of online marketing:



Interpretation: Figure 1

The above chart helped to found out that 68% of the respondents were satisfied with online marketing, 16% were very much satisfied and 14% were somewhat satisfied whereas 2% of respondents were not satisfied with online marketing.

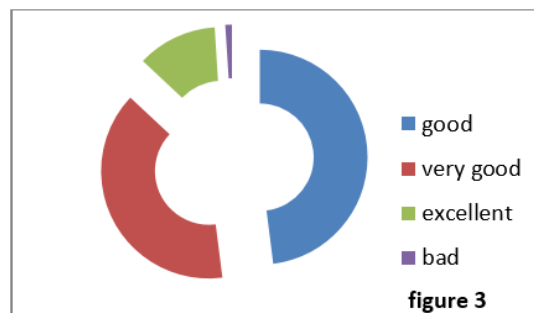
2. Figure showing view point whether information given about the products on site is sufficient:



Interpretation: Figure 2

According to the chart 11% of the respondents strongly agree that the information given about the product on the site is sufficient. 59% of the respondents agree with statement, 16% are neutral, 10% disagree whereas 4% of the respondents strongly disagree with the statement.

3. Figure showing consumers rating on online marketing:



Interpretation: Figure 3

From above data it is observed 48% rate online marketing as good, 39% rate as very good and 12% rate as excellent for online marketing.

DISCUSSION AND CONCLUSION:

From the above data .it is concluded that future of e-tailers in India looking very bright. E-tailers give us the best way to save money and time through purchasing online within the range of budget. Online marketing offers some of the best prices and completely hassle-free shopping experience. The whole concept of online marketing has altered in terms of consumer purchasing or buying attitude and satisfaction, that makes success of e-tailers in Madurai is depends upon its popularity, its trust, and its unique policies.

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