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**A STUDY OF CUSTOMER AWARENESS AND BEHAVIOUR TOWARDS  
ONLINE MARKETING**

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**ABSTRACT**

Online marketing means use of online networks, computer communications and digital interactive media to achieve the marketing objectives. Online marketing is the process of purchasing and selling products or services using internet. Customers are now able to shop via the internet with the help of Information and Communication Technologies other than the conventional shopping method. Online marketing provides an opportunity to customers to purchase the products and services at their convenience and to select the products from very wide choice at reasonable price. Online marketing provides information to the customers through various traditional and modern media. In the present study the attempt has been made to study the customer awareness and behaviour about online marketing in Kolhapur city. Also it analyses the factors influencing online consumer purchase decision. Primary data is collected from the customers residing in Kolhapur city and analysed using statistical tools.

**Key Words** – Online Marketing, Customer Awareness, Information and Communication Technologies, Social networking, Online marketers, Internet

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**Introduction**

The increased availability of Internet is influencing the growth of Internet users around the world. At about 460 million Internet users, India has the third largest Internet population in the world. E-marketing is one of the latest and emerging tools in the marketing world. The popularity of online marketing has been increased tremendously in last few years. Online marketing is the process of purchasing and selling products or services using internet. Online marketing has revolutionised the traditional processes of consumer buying goods from a retailer. Internet and smart phones are the tools that are available to consumers by which the information, specifications and reviews of the desired products can be easily accessed. Customers are now able to shop via the internet with the help of Information and Communication Technologies other than the conventional shopping method. Many companies are marketing products and services via internet, known by different names like e-marketing, online marketing, internet marketing, virtual marketing, etc. Online marketing has reduced the trouble of consumers from having to personally visit physical stores for shopping purpose. Online marketing provides many benefits to customers. Online customers can search for any

product, browse by category, colour, size, brand etc. In addition to this online marketing offers convenience and time saving to customers in purchasing products or service. As a result of this customers purchasing products and services online is increasing all over the world.

According to Cheung, consumer behavior is governed by intention. Satisfied consumers are most likely to continue hence adoption and continuance are connected to each other through several mediating and moderating factors such as trust and satisfaction. There are Individual/Consumer characteristics, Environmental Influences, Product/Service Characteristics, Medium Characteristics, and Online Merchants and Intermediaries Characteristics which affect the consumer behaviour.

Customers can get the information about various online marketing websites from the advertisements in different Medias like television, newspaper, magazines, hoardings, internet etc. which makes customers aware about the online marketing. According to Kotler, Customer perception is a process by which an individual receives, selects, organizes and interprets information to create meaningful picture. There are various factors which affect the process of interpreting and assigning meanings to the stimuli and thus influence on the perception and behaviour of the customers. In the present study the attempt has been made to study the customer awareness and behaviour about online marketing in Kolhapur city.

#### **Review of Literature -**

Mohan et al. (2016) conducted a research on Consumer Behaviour towards Online Marketing. The aim of the research was to study factors influencing consumer behavior. The researcher had collected data with the help of questionnaire from 100 respondents located in Mysore. From the study researchers had found that the factors which motivate the customer to shop through online are friendliness of the website, Discounts and offers offered by the website, free shipping. Cash on delivery form an important gateway in online transaction. They also found that buying online tickets was the most preferred product and buying cloths was the least preferred among the online shoppers.

Goyal et al. (2016) done a research on Impact of Increasing Trend of Online Marketing on Consumer Buying behaviour: FMCG Brands in Indian Scenario. The major objective of the study was to determine impact of online marketing on consumer behaviour. For the study 200 respondents were selected on convenient basis from Delhi - NCR region. They analysed the data by using factor analysis and Pearson correlation. From the study researchers had found that the social media is a tool that people do consider before making a choice and internet is a tool that helps in buying but only on a positive word of mouth. Further they also found that brand's online presence, information usage, reach and trust have the impact on buying FMCG products online and in developing the perceptions of the online shoppers.

Zaveri (2009) conducted a research on study on Online Versus Offline Shopping Activities of Female Internet Users in Selected Cities of Gujarat. The research was aimed to study the online and offline shopping behavior of the female. The data was collected from 650 female internet users residing in Ahmadabad, Surat, Rajkot, Baroda with the help of structured questionnaire. The study of the results indicated that the use of Internet for purchasing the services was compared to high than the purchase of products over the Internet. Most popular services that female respondents bought via Internet were Railways Tickets; Transfer of funds between accounts; to check account balance; Banking Services over the Internet.

From the analysis researcher had found that female online shoppers respondents showed agreement on benefits associated with online shopping on following dimensions viz., Convenience; Security; and indicated less agreement on following dimensions., Price Consciousness; Social Experiential; Emotions and Perceived Risk which were the aspects disadvantages associated with online shopping. Further they identified different types of shoppers based on their Internet usage activities' and their preference toward online shopping and offline shopping. In case of Ahmedabad city two groups were identified Adventure seekers and Technocrat users; In case of Baroda city groups viz., Fun seekers and Shopping Adopters; in case of Surat city groups viz., Suspicious Learners and Shopping Avoiders and in case of Rajkot Fearful Shoppers and Technology Meddlers.

Rehman et al. found in their research article on an overview of evolution of E-Marketing in India and consumers perception towards E-Marketing that majority respondents prefer Brick and Mortar shop buying products. Further they mentioned that majority respondents bought books and CDs on internet than garments and electronic goods, also customers purchased products online because it saves time, offers variety and convenience. From the study they concluded that customers click on online advertisements as these advertisements give more information about products and services than any other media.

Sridharan et al. (2015) interpreted from their study on Effectiveness of E- Marketing on Consumer Behavior towards Shopping Malls that educational qualification and occupation does not influence on e- marketing. They further concluded in their research article that e-marketing plays an important role in influencing customer preference and choice towards various brands in malls.

#### Objectives -

1. To study the awareness regarding the online marketing.
2. To understand the consumer behaviour about online marketing.
3. To assess the factors influencing on online purchase decision.

#### Hypothesis -

1. There is significant difference between the age and online purchase decision.
2. There is significant difference between the occupation and online purchase decision.
3. There is a significant difference between the gender and frequency of online purchase.

#### Research Methodology -

Descriptive research design is used for the present research study. Sample respondents were selected on convenience basis from Kolhapur. Sample size taken for the study is 146. Primary data is collected by using structured questionnaire. Secondary data is collected from books, research articles, and internet sites.

#### Analysis and Interpretation of the Data -

##### 1. Profile of the Respondents -

Table 1 show the demographic profile of the respondents in the study area viz. Gender, Age, Marital status, Occupation, Qualification and income levels.

**Table No. 1 - Profile of the respondents -**

| Demographic Characters | Parameters       | % of respondents |
|------------------------|------------------|------------------|
| Gender                 | Male             | 76.7             |
|                        | Female           | 23.3             |
|                        | Total            | 100.0            |
| Age                    | 21-30            | 63.0             |
|                        | 31-40            | 25.3             |
|                        | 41-50            | 5.5              |
|                        | 51-60            | 6.2              |
|                        | Total            | 100.0            |
| Marital Status         | Single           | 53.4             |
|                        | Married          | 46.6             |
|                        | Total            | 100              |
| Occupation             | Student          | 27.4             |
|                        | Professional     | 23.3             |
|                        | Business         | 22.6             |
|                        | Housewife        | 6.8              |
|                        | Salaried         | 19.9             |
|                        | Total            | 100.0            |
| Qualification          | 10 <sup>th</sup> | 14.4             |
|                        | 12 <sup>th</sup> | 38.4             |

|                |                      |       |
|----------------|----------------------|-------|
| Monthly Income | Graduate             | 45.9  |
|                | Post Graduate        | 1.4   |
|                | Total                | 100.0 |
|                | Less than Rs. 10,000 | 4.1   |
|                | Rs.11,000 - 20,000   | 30.8  |
|                | Rs. 21,000 - 30,000  | 26.7  |
|                | Rs. 31,000 - 40,000  | 14.4  |
|                | Rs. 41,000 - 50,000  | 10.3  |
|                | Rs. 51,000 - 60,000  | 6.8   |
|                | Rs. 61,000 - 70,000  | 2.1   |
|                | Above Rs. 71,000     | 4.8   |
|                | Total                | 100.0 |

Table No. 1 shows that 76.7% respondents are male and 23.3 are female respondents. 63% and 25.3% respondents are in 21 - 30 years and 31 - 40 years age group. 53.4% respondents are single and 46.7% respondents are married. 27.4%, 23.3%, 22.6% and 19.9% respondents are students, professionals, business and salaried employees respectively. 45.9% and 38.4% respondents are graduate and 12<sup>th</sup> passed. 57.5% respondents belong to Rs. 11,000 - 30,000 income group.

## 2. Number of hour's internet used daily -

Table no. 2 shows time spends on internet daily by the sample respondents.

**Table No. 2 - Number of hour's internet used daily -**

| No. of Hours      | Frequency | Percentage |
|-------------------|-----------|------------|
| Less than 1 Hour  | 39        | 26.7       |
| 1-2 Hour          | 60        | 41.1       |
| 3-4 Hour          | 30        | 20.5       |
| More than 4 Hours | 17        | 11.6       |
| Total             | 146       | 100.0      |

From table no. 2 it can be found that majority i.e. 41% and 26.7% respondents use internet for 1 - 2 hours and less than 1 hour daily. 20.5% respondents spend 3 - 4 hours on internet use.

## 3. Purpose of use of internet -

Table no. 3 shows the purpose of use of internet by the respondents.

**Table no. 3 - Purpose of use of internet -**

| Purpose of use of internet | Frequency | Percentage |
|----------------------------|-----------|------------|
| Downloading                | 42        | 28.8       |
| Information Search         | 77        | 52.7       |
| Entertainment              | 11        | 7.5        |
| Social networking          | 108       | 73.9       |
| Online Purchasing          | 117       | 80.1       |

From table no. 3 it is found that 80%, 74% and 53% respondents use internet for online purchasing, social networking and for varied information search respectively.

## 4. Frequency of purchasing products online -

Table no. 4 shows the frequency of purchasing products online.

**Table no. 4 - Frequency of purchasing products online -**

| Frequency of online purchasing | Frequency | Percentage |
|--------------------------------|-----------|------------|
| More than 6 times in a month   | 2         | 1.4        |
| 3 times in a month             | 6         | 4.1        |
| Once in a month                | 42        | 28.8       |
| Once in 2/3 months             | 25        | 17.1       |
| Once in 6 months               | 25        | 17.1       |

|        |     |       |
|--------|-----|-------|
| Rarely | 23  | 15.8  |
| Never  | 23  | 15.8  |
| Total  | 146 | 100.0 |

Table no. 4 shows that 28.8%, 17.1% and 15.8% respondents purchase products through online mode once in a month, once in 2/3 months and 6 months and rarely respectively. From the table it can be concluded that respondents from study area prefer purchasing products online occasionally.

#### 5. Online Marketers Known -

Table no. 5 shows the customers knowledge about the online marketers.

**Table no. 5 - Online Marketers Known -**

| Online Marketers Known | Frequency | Percentage |
|------------------------|-----------|------------|
| Flipkart               | 67        | 45.9       |
| Snapdeal               | 30        | 20.5       |
| Amazon                 | 66        | 45.2       |
| Ebay                   | 10        | 6.8        |
| Myntra                 | 9         | 6.2        |

Table no. 5 shows that 46% and 45% respondents know about the online marketers viz. Flipkart and Amazon respectively. Only 20%, 7% and 6% respondents are aware about Snapdeal, Ebay and Myntra.

#### 6. Source of information about the online marketers -

Table no. 6 shows source of information to the respondents about the online marketers.

**Table No. 6 - Source of information about the online marketers -**

| Source of information | Frequency | Percentage |
|-----------------------|-----------|------------|
| TV advertising        | 60        | 41.1       |
| Newspaper Ads         | 45        | 30.8       |
| Online ads            | 56        | 38.3       |
| Friends/Relatives     | 30        | 20.5       |
| e-mail                | 9         | 6.2        |
| Search engine         | 9         | 6.2        |

From table no. 6 it can be interpreted that television advertising is the major source of information about online marketers. 38%, 31% and 20% respondents get information about online marketers from online ads, newspaper ads and friends or relatives.

#### 7. Products Purchased Online -

Table no. 7 shows the different products purchased online by the respondents during the last year.

**Table no. 7 - Products Purchased Online -**

| Products Purchased Online | Frequency | Percentage |
|---------------------------|-----------|------------|
| Jewellery                 | 11        | 7.5        |
| Clothing & Accessories    | 46        | 31.5       |
| Gift articles             | 39        | 26.7       |
| Books/CDs                 | 14        | 9.6        |
| Electronic Goods          | 57        | 39         |
| Cosmetics                 | 11        | 7.5        |

Table no. 7 shows that 39%, respondents purchase electronic goods like television, pen drive, mobile phone, mobile phone accessories. 31.5%, and 26.7% respondents purchase clothing/ accessories and gift articles respectively.

#### 8. Satisfaction about the online shopping experience -

Table no. 8 shows respondents satisfaction about the online shopping experience.

**Table no. 8 - Satisfaction about the online shopping experience -**

| Satisfaction | Frequency | Percentage |
|--------------|-----------|------------|
| Yes          | 117       | 80.1       |
| No           | 29        | 19.9       |
| Total        | 146       | 100.0      |

From table no. 4 it can be found that majority i. e. 80% respondents are satisfied about their online shopping experiences.

#### **9. Factors Motivating to Purchase Products Online -**

Table no. 9 shows factors which motivates customers to purchase products online -

**Table No. 9 - Factors Motivating to Purchase Products Online -**

| Motivating Factors | Frequency | Percentage |
|--------------------|-----------|------------|
| Time Saving        | 49        | 33.6       |
| Convenience        | 18        | 12.3       |
| More choices       | 33        | 22.6       |
| Discounts          | 61        | 41.8       |

Table no. 9 shows that 42%, 34%, 23% and 12% respondents agreed that they purchase products online as online marketers offer discounts, online purchasing saves time in shopping, variety of products are available online and online purchasing offers convenience to customers respectively.

#### **10. Hypothesis Testing -**

Hypotheses are tested by using Chi-Square test as follows -

##### **10.1 Hypothesis 1 - There is significant difference between the age and online purchase decision.**

**Table 10.1 - Association between Age and Online purchase decision -**

| Age   | Online Purchase Decision |    | Total |
|-------|--------------------------|----|-------|
|       | Yes                      | No |       |
| 21-30 | 78                       | 14 | 92    |
| 31-40 | 28                       | 9  | 37    |
| 41-50 | 7                        | 1  | 8     |
| 51-60 | 7                        | 2  | 9     |
| Total | 120                      | 26 | 146   |

Chi Square Test -  $\chi^2 = 1.769$

The critical value of Chi-square at 5 Percent level of significance with 3 degrees of freedom is 7.815

$\chi^2 < 7.815$

Therefore alternative hypothesis 'there is significant difference between the age and online purchase decision' is rejected.

##### **10.2 Hypothesis 2 - There is significant difference between the occupation and online purchase decision.**

**Table 10.2- Association between Occupation and Online purchase decision -**

| Occupation    | Online Purchase Decision |    | Total |
|---------------|--------------------------|----|-------|
|               | Yes                      | No |       |
| Student       | 32                       | 8  | 40    |
| Professionals | 31                       | 3  | 34    |
| Business      | 22                       | 11 | 33    |
| Salaried      | 28                       | 1  | 29    |
| Housewife     | 7                        | 3  | 10    |
| Total         | 120                      | 26 | 146   |



Chi Square Test –  $\chi^2 = 12.452$

The critical value of Chi-square at 5 Percent level of significance with 4 degrees of freedom is 9.488

$\chi^2 > 9.488$

Therefore alternative hypothesis 'there is significant difference between the occupation and online purchase decision' is accepted.

**10.3 Hypothesis 3** - There is a significant difference between the gender and frequency of online purchase.

**Table 10.1 – Association between gender and frequency of online purchase -**

| Frequency of online purchase | Gender |        | Total |
|------------------------------|--------|--------|-------|
|                              | Male   | Female |       |
| More than 6 times in a month | 2      | 0      | 2     |
| 3 times in a month           | 4      | 2      | 6     |
| Once in a month              | 30     | 12     | 42    |
| Once in 2/3 months           | 14     | 11     | 25    |
| Once in 6 months             | 25     | 0      | 25    |
| Rarely                       | 20     | 3      | 23    |
| Never                        | 17     | 6      | 23    |
| Total                        | 112    | 34     | 146   |

Chi Square Test –  $\chi^2 = 16.647$

The critical value of Chi-square at 5 Percent level of significance with 6 degrees of freedom is 12.592

$\chi^2 > 12.592$

Therefore alternative hypothesis 'there is a significant difference between the gender and frequency of online purchase' is accepted.

### Conclusion

The current research was done to know the awareness of customers regarding online marketing and to understand consumer behavior towards online marketing. From the study it was found that majority customers use internet for 1 to 2 hours for online purchasing, social networking and for information search. Majority respondents know Flipkart and Amazon from the television advertisement, newspaper advertisement and online advertisement. Respondents are satisfied about the online marketing as it offers products with discounts; it saves time and also offers convenience in buying. Further from the study it can be concluded that across the different age groups customers purchase products online. Also it is concluded that professionals and salaried customers buy products online than the other customers. Customer prefer electronic goods, clothing/ accessories and gift articles from the online store as these products are available with wide variety and at low prices than the traditional stores. But frequency of purchasing products through online store is still less as compared to physical store.

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