

A Study on Influence of E-Marketing on Consumer Purchase Decision

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Abstract: The advent of the internet and communications networks has transformed the globe into a global village, and there is now a much greater interconnection with individuals from other cultures, nations, and ages. Hence, this study could be able to understand the buying behaviour of consumer on E-marketing. The concept of e-marketing has given business executives the opportunity to be exposed their products and services globally. Most of the companies are trying to focus in developing them by using the digital marketing and the strategies with the use of social media platforms for marketing their goods and services provided to the public consumers. This online marketing helps the consumers to know all the details, reviews, feedback from other consumers who have already purchased.

Keywords: consumer, decision, E-marketing, purchase.

1. Literature Review

S. Ambily 2017: With the introduction of the internet, consumers have gained access to a new set of information, including the ability to compare items based on price, quality, quantity, style, design, and purchasing over the internet. As the knowledge on internet increases then the chances of online marketing is also increasing in India. It has turned the entire world into a global village through advanced internet connect with which the online shopping have a main tributary in human being. And it has also changed the way of consumers buying behavior of products and services through E-Marketing.

Laudon and Traver 2013: Because of the large number of individuals who can be contacted quickly, as well as the areas where they can be reached, the internet as a communication medium has widened the scope of marketing communications. From PCs to mobile phones, for example. By merging all text, audio, and video materials into fine messaging, it has also boosted the number of marketing communications. Because of the large number of messages available, the vast amount of material available on a wide range of themes, and the capacity of users to control the experience interactively, the web continues to grow as a medium, surpassing certain conventional mediums such as television.

Ankur Kumar Rastogi, 2010: The assessment that the contention was to satisfy the prerequisites of gigantic number of clients. What's more, each time the advertisers will see definitely about the clients' shopping necessities. This thusly may help the online specialist co-ops a superior INSIGHT to

convey result of administration according to the client need.

A. Statement of the problem:

With the introduction of social media, there has been many numbers of strategies adopted by companies to acquire it in reaching out of the audience. In this process, with the data load there would be an impact of this on the consumer behaviour. It is significant to understand the influence of this on the purchasing habits of consumers.

B. Objectives:

1. To know the consumer perception of e-marketing.
2. Influence of e-marketing on consumer buying decisions.
3. To understand the e-marketing on purchase decision making.

C. Scope of the study

The concept of electronic marketing has provided the scope for the business to expose their product and services nationally and internationally. Most of the companies are focusing to develop them by using the electronic marketing and the strategies with the help of social media platforms for advertising their product and services provided to the target consumers.

D. Research Methodology

The following is the approach used in this investigation. The research design is the overarching plan for the study that directs data gathering and analysis.

- Primary data
- Secondary data

Sampling:

- Sampling frame: The sampling frame for this study is consumer purchase decision
- Sampling Unit: Each customer has considered as 1 sample
- Sample size: 100 samples were taken for this study

Data collecting tools:

Questionnaires were used to collect data using the survey technique.

Data analysis tool:

All of the data was analysed using the hypothesis testing procedure and the ANOVA test.

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Hypothesis test:

H0 = There is no influence of e-marketing on consumer buying decisions.

H1 = There is an influence of e-marketing on consumer buying decisions.

Statistical tools used for this study:

Simple percentage analysis was used to assess the gathered data.

Limitations of the study:

Although the research methodology was defined well, there were limitations to the study.

- Respondents may not be 100% correct about the answers.
- On this e-marketing, there has been little data.
- The study was conducted in only given period of dissertation.
- The study can be used for further project.
- There might be some differences in understanding and interpretation.

2. Analysis and Interpretation

Table 1

Details of happy with the packaging of the product in flipkart?		
Happy with packing of the product	Number of respondents	Percentage
Yes	70	70%
No	30	30%
Total	100	100

Interpretation: From the above data 70% of respondents are happy with packaging of the product in flipkart & 30% of the respondents are not happy with the product in flipkart.

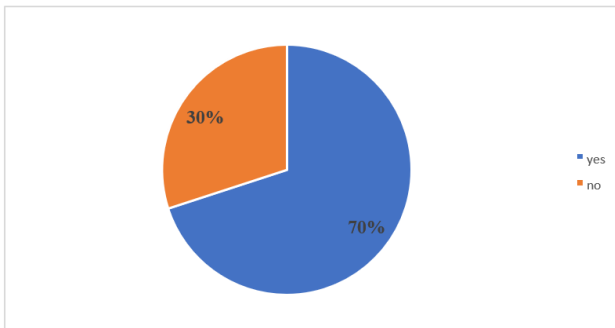


Fig. 1. Details of happy with the packaging of the product in flipkart

Table 2

Details of the change in the price of the product to affect the consumers purchase decision

Change in the price of the product	Number of respondents	Percentage
Yes	63	63%
No	37	37%
Total	100	100

Interpretation: From the above table 63% of respondents affects their purchase decision when price changes and remaining 37% of respondents doesn't affect their decision when price of the product changes.

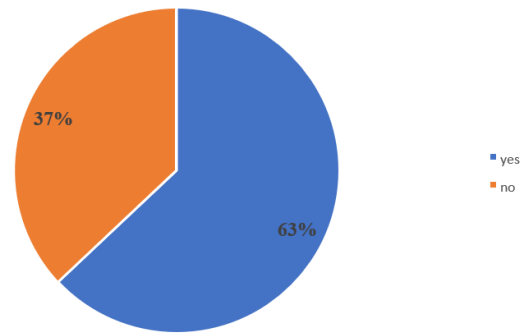


Fig. 2. Details of the change in the price of the product to affect the consumers purchase decision

Table 3

Agree with promotional tools schemes affect consumer purchase decisions in sales growth

Purchase decision of sales growth	Number of respondents	Percentage
Yes	73	73%
No	27	27%
Total	100	100

Interpretation: 73% of respondents agrees that sales growth depends on the purchasing decision and remaining 27% of respondents says no.

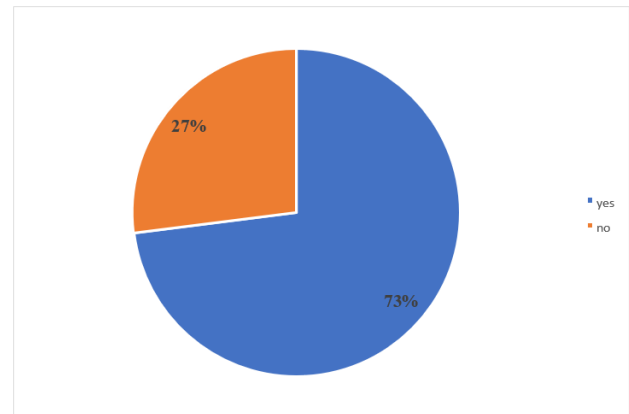


Fig. 3. Agree with promotional tools schemes affect consumer purchase decisions in sales growth

Table 4

Details about Experience of buying the product in Flipkart

Buying products in Flipkart	Number of respondents	Percentage
Yes	66	66%
No	34	34%
Total	100	100

Interpretation: The above table shows that 66% of respondents buys products from Flipkart & remaining 34% doesn't buy products from Flipkart.

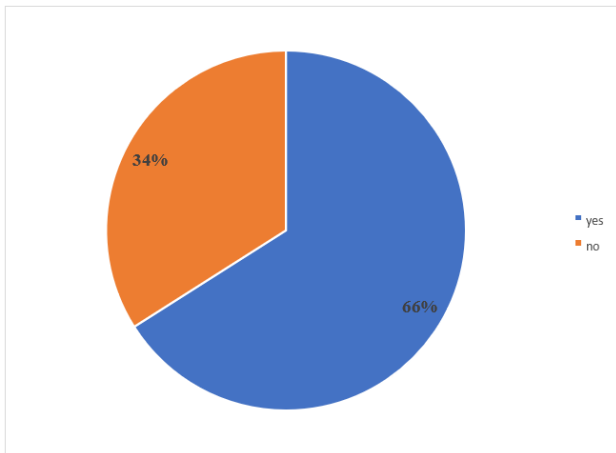


Fig. 4. Details about experience of buying the product in Flipkart

Table 5

Details about how social media tools encourage you to do online shopping

Social media encourages to buy the product	Number of respondents	Percentage
Yes	61	61%
No	39	39%
Total	100	100

Interpretation: The above table, it is shown that 61% of respondents says social media encourages them to buy the product whereas remaining 39% says social media does not encourage them to buy the product.

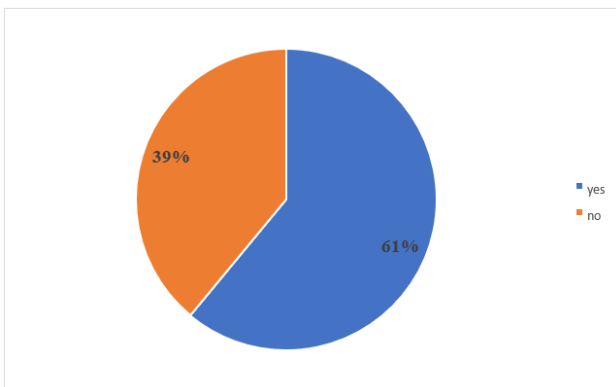


Fig. 5. Details about how social media tools encourage you to do online shopping

Table 6

Details about how many times did you visit Flipkart stores during the 10 months

Visiting Flipkart stores in last 10 months	Number of respondents	Percentage
1 or 2 times	23	23%
3- 5 times	18	18%
6-8 times	29	29%
9-10 times	10	10%
More than 10 times	20	20%
Total	100	100

Interpretation: The above table, shows visiting online stores during last 10 months that 23% of people says 1-2 times and 18% of people says 3-5 times and 29% of people says 6-8 times and 10% of people says 9-10 times and 20% of people says more than 10 times.

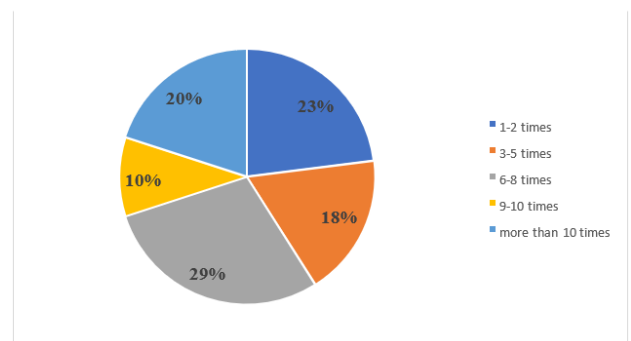


Fig. 6. Details about how many times did you visit Flipkart stores during the last 10 months

Table 7

Why do you prefer shopping in Flipkart?

Why do you prefer shopping in Flipkart	Number of respondents	Percentage
Saves time	28	28%
Home delivery	31	31%
Security	13	13%
Variety of choices	14	14%
Others	14	14%
Total	100	100

Interpretation: The above table shows, prefer Flipkart shopping. 28% says it saves time, 31% says home delivery, 13% people says security, 14% says variety of choices, 14% of people says others.

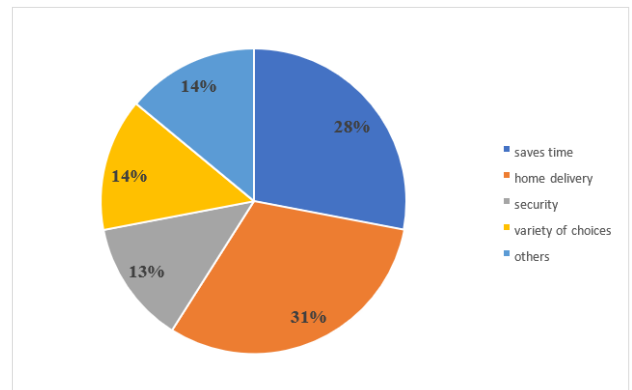


Fig. 7. Why do you prefer shopping in Flipkart?

Table 8

When you want to buy any new product then you prefer check Flipkart once? How much are you agree?

Prefer to check online before buying the product	Number of respondents	Percentage
0-10 %	22	22%
11-20 %	29	29%
21-30 %	31	31%
Above 30 %	18	18%
Total	100	100

Interpretation: From the above table, it is shown that the percentage of people who prefer to check the product in Flipkart once before buying. Between 0-10% it is 22%, between 11-20% it is 29%, 21-30% it is 31%, above 30% 18% of people prefer to check online once.

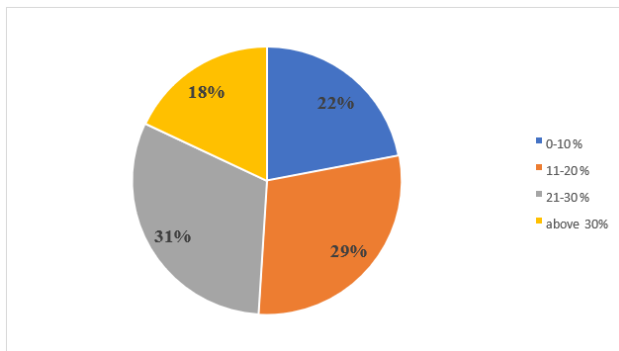


Fig. 8. When you want to buy any new product then you prefer check in Flipkart once? How much are you agree?

3. Conclusion

I had conducted a survey on consumer purchase decision making through online like google forms. I had chosen the topic influence of E marketing on consumer purchase decision because now a days people are using the more online shopping

due to this pandemic.

From overall statistical research method, it is observed that how consumers buy the product on E marketing. It has influenced both public sector as well as private sector employees. Advertisements which telecast on television is another main reason for the awareness for the consumers. Convenience, safety, saves time are other factors which made consumers prefer E marketing especially during the pandemic time. The most respondents are also satisfied with the online marketing.

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