

Online Marketing and its Importance

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Abstract— An online shopping plays a most important role in marketing area. Online shopping saves the people the drudgery of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large variety of products, it becomes impossible for even online shoppers to decide what to buy, and from where. There is an urgent need of one-stop shopping information centers from where we can receive all relevant information on the products and services available. There are some sites online that offer reports on various products and services. These reports are based on information received from online purchasers. This study focuses on the consumers' perceptions towards online shopping and to know consumer satisfaction regarding the purchase of durable goods through online stores. Hence this study gains importance.

Keywords— Advertising, shopping, products, prices, stores and internet.

I. INTRODUCTION

Customer perception is the process to assess how customers perceive services, how they assess, whether they have experienced quality service and whether they are satisfied or not. Customer perception is directly related to customer expectation. Due to the dynamic nature of expectation perception of any person may also shift over time, person, place or culture. Customers perceive services in terms of the quality of the service and how satisfied they are overall with their experiences.

For understanding customer perception 3 main features of customer perception should be understood:

- *Intellectual process*: Customer perception is an intellectual process through which a person selects the data from the environment, organizes it and obtains meaning from it.
- *Cognitive and psychological process*: Perception is the basic cognitive and psychological process. The manner in which a person perceives the environment affects his behavior. Thus perception of surrounding of a customer also effects customers' actions, emotions, thoughts or feelings.
- *Intellectual & Psychological process*: Perception is a subjective approach which differs from person and time to time and according to changing situations.

II. ONLINE SHOPPING AND ITS IMPORTANCE

An online shopping plays a most important role in marketing area. Online shopping saves the people the drudgery of hopping from one shop to another to buy the items they require. However, with so many online retailers selling a large variety of products, it becomes impossible for even online shoppers to decide what to buy, and from where. There is an urgent need of one-stop shopping information centers from where we can receive all relevant information on the products and services available. There are some sites online

that offer reports on various products and services. These reports are based on information received from online purchasers. This study focuses on the consumers' perceptions towards online shopping and to know consumer satisfaction regarding the purchase of durable goods through online stores. Hence this study gains importance.

III. MEANING OF CONSUMER PERCEPTION

Consumer act and react on the basis of their perceptions, not on the basis of objective reality. For each individual, reality is a totally personal phenomenon based on that person's needs, wants, values and personal experiences. Thus, to the marketer consumers perceptions are much more important than their knowledge of objective reality. For if one thinks about it, it's not what actually is so, but what consumer think is so, that affects their actions and their buying habits.

Through advertising, marketers create and shape consumers perception of their products by positioning their offerings fulfilling consumers' needs and delivering important benefits more effectively than competing alternatives. The most effective positioning is getting consumers to believe that a given brand delivers product or service benefit that is important to consumers. Such a benefit becomes a core identity of a brand, is also termed unique value proposition, and is the essence of the brand's competitive advantage.

IV. MEANING OF ONLINE SHOPPING

Online marketing may be defined as the process of building and maintaining customer relationships through online activities to facilitate the exchange of ideas, products, and services that satisfy the goals of both the seller and the buyer. Online marketing is also known as internet marketing and web marketing.

V. DEFINITION OF ONLINE SHOPPING

The act of purchasing products or services over the internet. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain shop from the comfort of their home or office. One of the most enticing factor about online shopping, particularly during a holiday season, is it alleviates the need to wait in long lines or search from store to store for a particular item.

VI. SCOPE OF ONLINE SHOPPING

Purchasing and selling products and services over the internet without the need of going physically to the market is what online shopping all about. Online shopping is just like a retail store shopping that we do by going to the market, but it is done through the internet. Online shopping has made shopping painless and added more fun. Online stores offer

product description, pictures, comparisons, price and much more. Few examples of these are Amazon.com, ebay.com, framt.com and the benefits of online shopping is that by having direct access to consumer, the online stores can offer products that cater to the needs of consumer, cookies can be used for tracking the customer selection over the internet or what is of their interest when they visit the site again. Online shopping makes use of digital technology for managing the flow of information, products, and payment between consumer, site owners and suppliers. Online shopping can be either B2B (business to business) or B2C (Business to Consumer). Shopping cart is one of the important facility provided in online shopping, this lets customer to browse different goods and services and once they select an item to purchase they can place the item in shopping cart, and continue browsing till the final selection. Customers can even remove the items from shopping cart that were selected earlier before they place the final order. It reminds us of shopping basket that we carry in departmental store.

VII. ADVANTAGES OF ONLINE SHOPPING

Online stores are usually available 24 hours a day, and many consumers have Internet access both at work and at home. Other establishments such as internet cafes and schools provide internet access as well. In contrast, visiting a conventional retail store requires travel and must take place during business hours.

In the event of a problem with the item (e.g., the product was not what the consumer ordered, the product was not satisfactory), consumers are concerned with the ease of returning an item in exchange for either the correct product or a refund. Consumers may need to contact the retailer, visit the post office and pay return shipping, and then wait for a replacement or refund. Some online companies have more generous return policies to compensate for the traditional advantage of physical stores. For example, the online shoe retailer Zappos.com includes labels for free return shipping, and does not charge a restocking fee, even for returns which are not the result of merchant error. (Note: In the United Kingdom, online shops are prohibited from charging a restocking fee if the consumer cancels their order in accordance with the Consumer Protection (Distance Selling) Act 2000).

VIII. BENEFITS TO MARKETERS

Lower costs: Marketers need not maintain a store and incur costs of rent, insurance and utilities. They can produce digital catalogues for much less than the costs of printing and mailing paper catalogues.

Flexibility: Companies can quickly add products to their list and change prices and descriptions.

Sizing audience: Marketers can now know how many people visited their online site and how many stopped at particular places on the sites. This information can help the marketers improve their offers and advertisements.

Relationship building: Online marketers can talk with consumers and learn much from them. They can also upload useful reports and a free demonstration of their software, or a

free sample of their newsletter on to the system. Consumers can then download these items in to their electronic mail boxes.

Affordability: Both small and large firms can afford online marketing. There is no real limit on advertising space.

Speed: Information access and retrieval are quite fast, compared to mail and fax.

IX. SEVEN WAYS TO MAKE ONLINE SHOPPING SAFE AND SECURE

Today, we do many of our shopping transactions by a simple click of mouse .While this means a lot of comfort, convenience and cost savings to us ,it also exposes us to new-age risks like “phishing”. The term involves scammers using e-mail lures to acquire sensitive information such as user names, passwords, T-PINs, H-PINs ,etc. from bank or credit card customers . Phishers then use the information so acquired, to created fake accounts in victims’ accounts or simply prevent them from accessing their own accounts. How does one survive such high-tech risks? Here are seven useful habits to make your online shopping safe and secure.

Protect your password: Do not use 1234, ABCD, own birth date or ‘user ID’ itself, as password. Carefully select your password such that they are easy for you to remember but sufficiently complex for others to guess .Never record the login ID and password in the same place. Change your passwords at regular intervals .As far as possible, have different passwords for different applications so that you limit damage in case password theft.

Keep your pc updated: Use genuine licensed software only and keep your browser and the operating system updated with the latest patches, etc. to eliminate attacks from known phishing sites. Install anti-spy, anti- virus software and filters from reliable sources, to protect your computer. If you are using, ‘always on’ type of internet connection, install a personal firewall as a protection.

Login carefully: Bookmark your bank URLs and add all frequently visited banking/shopping websites to your favorites list. This not only facilities quick access but also eliminates the risk of landing on to wrong websites due to address entry errors. When you are about to entire your password on the login screen, look for ‘padlock’ symbol at the bottom of the browser and also check that the site address is showing https:// rather than usual http:// , confirming that the site is running in secure mode. Sure to disable ‘auto complete’ option in the login screen and wherever possible, use virtual keypad for entering the password. Also, select “do not remember ID and password” option, particularly when working from shared computers.

Be vigilant and patient: As soon as you successfully login, check your last login details available on the websites and as certain that those details are correct. Do not open .exe, .pif or .vbs attachments from unknown senders and never fill up online forms presented by e- mail links. Checks digital signatures on important e – mails from banks, etc. and also click on the padlock once a while to view security certificates. not get vexed by frequent logouts due to clicking on refresh

back ,forward buttons or due to quick time-outs. These are all intended for your security.

Do a proper logoff: Once you are through with the online queries and shoppings, do a proper logoff from the websites. Do not simply close the browser using 'cross' on top right corner. Also make it a practice to regularly clear the cache and history to remove any account information that you may have entered. If you are using 'always on' Internet connection, turn off the computer when not in use.

Check accounts regularly: Make it a habit to regularly check your accounts and satisfy yourself that all the shopping are legitimate. In addition, register to receive sms for all significant shopping in your account. With such alerts, you can immediately detect any discrepancies resulting from unauthorized access to the account and then initiate appropriate corrective actions.

Reports suspicious mails: Remember banks never ask for sensitive information such as ids, password, etc. Over phone or by e-mail. For any e-mail, with embedded hyperlinks guiding you to certain websites and asking for personnel account information, call up the bank's contacts center and check if the mail is legitimate. Further, if you receive any suspicious messages soliciting urgent action to avoid suspension/closure of the account or if you think you have by mistake, responded to a phishing e-mail, immediately report to the bank. This will help the banks inform their customers in time and prevent any imminent phishing attack leading to widespread damages.

Consumer durable goods: Consumer durables are a category of consumer products that do not have to be purchased frequently because they are made to last for an extended period of time (typically more than three years). They are also called durable goods or durables.

X. SUGGESTIONS

Consumers are provided with the additional feature of comparing the product prices with other sites. Online stores should try to give more variety of products with low price. Online websites can reduce the pop ups of ads. A consumer wants to have physical demonstration of the product at their home before buying a product from online websites. Product can be viewed perfectly with demonstration video of the product and not with their photographs. Description is often inadequate, so products are displayed correctly with good lighting and design flows. The electronic products bought from online should be provided along with warranty and guarantee period. As online shopping is considered because of more convenient for consumer, the higher delivery charge has to be reduced. Online stores should concentrate more on pricing of product because, sometimes low quality products are priced higher than the retail outlets. Discounts and offers, free gifts can be made during festival season to attract more rational and new consumers. Online stores should ensure quick delivery of a product without any defectives will enhance their customer satisfaction. Delivery time should also

be changed according to requirement of customers. Replacement of product will be delivered immediately after returning the product will increase the sales of the online stores. A combo offer which is provided should be related to particular product to increase the usefulness of the product.

XI. CONCLUSION

The main task of the consumer perception is to identify the factors influencing the consumers' needs, wants, values and personal experience. So the consumer perception will be affected by their actions and buying activities. The study based on clear-cut objectives had been made with proper collection of relevant data and analyzed with tables & graphs, the data are also tested with appropriate tools and techniques to arrive at reliable results. The online stores can increase their reputation by effective marketing strategies like giving physical demonstration videos for durable goods, on time delivery and providing variety of products with lower cost as one stop shopping for consumers to widen their base in future. Since customer retention strategy is the order of the day. Commitment, trust, value, satisfaction and loyalty are the key words to success. It is necessary to build long term loyal relationships as the new economy is becoming more customers centric.

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