IMPACT OF E-MARKETING ON ONLINE CUSTOMER

Dr.J.V.Rangeswara Reddy

Associate Professor

KGR Institute of Technology and Management, Rampally (V), Keesara (M)

Medchal (Dist.)

rangeswar.67@gmail.com

ABSTRACT

Purpose: The paper explores the role of internet marketing and its potential impact on online customer groups especially on women and children. Internet as independent variable affects online users in different ways that are dependant variables. However, recent academic investigations have highlighted various negative impacts of internet on children and women. The research helps to understand the concept of online marketing and how it has transformed social life structure. Methodology: Secondary research sources have been used to support analysis concerning with online marketing and its potential negative or positive impact on online customer groups. However, two questionnaires have been used to collect primary information. A larger portion of primary data has been extracted from hypotheses results that have been tested and checked against hypotheses models. Findings: The overall result confirms three hypotheses and identifies that there is strong relationship between independent and dependant variables and internet as independent variable significantly contributes to business growth. However, internet as independent variable leaves negative impact on online customer especially children and women. Originality/Value: The research in this paper relays on questionnaires that have been designed to contact online users to get their view point. The concept of this paper is original and explores the impact of independent variable on dependent variables in analytical and critical styles.

Keywords: Internet Marketing, Online Marketing, Online Customer, Social Media, Customer Groups, Gender Differences

INTRODUCTION

New trends of doing business online to attract customers to surf online to assess the services or products of an organization has lead organizations to use online marketing tools to deliver their messages to customers. The tendency to market products online by a merge of online and off line strategy has produced success to company that are using online marketing strategies to perform their business in virtual business environment that has no limitations. Though, the idea of internet marketing only does not full of advantages but some negative appear next to the advantages of internet marketing.

Research Problems

A thorough appraisal of the well-read worried with internet marketing and its collision on customer reveal that here is strong relationship between different types of variables that comprise online marketing as self-governing changeable while online buyer appear as

dependent variables. The writing shed light on the need of experiential examination to discover optimistic and negative collision of internet marketing on dissimilar online customer that involve women and children

This research paper explore and answer the next question to produce a improved display put to a person who reads to appreciate the collision of internet marketing and its relationship with online customer.

- Is there a relationship between online marketing and online customers?
- Does internet marketing share any position in business growth?
- The negative impact of internet marketing disadvantage practice on online customer.
- Is there optimistic end result since of competent internet marketing practice?

1.1 Research objectives

- To identify the impact of self-governing variables on online user
- To look into the relationship between internet marketing and internet customer
- To address the negative and positive outcome of dependent and independent variables

2. Literature review

1.2 Internet marketing its relationship with customer and its overall impact on users

Internet marketing strategy has burly pressure and collision on online customer who can be alienated into dissimilar groups such as men, women and children. Internet marketing, no uncertainty is a sheer source of link between individuals and the organization providing consumers convenience of convenience and ease to discover products using online forums. A fast growth has been knowledgeable in different type of online customer such as business-to-business (B-to-B), business-to-customer (B-to-C) and consumer to consumer (C-to-C) (Pitta and Fowler, 2005).

1.3 The use of internet by various online customer

The accessibility of internet at schools, homes and in offices has greater than before the ratio of its users. The internet practice by girls and boys is comparatively equal at middle school level. However, the case with men and women usage varies because of the nature of users' interests (Bessiere, et al. 2008).. Results of this study highlights that activity and in sequence are primary reason behind internet use. Though, 20% respondents of this research see internet a source to construct new contacts based on shared interests.

Online advertising

Online marketing is also known as online advertising & internet advertising. Organizations contact customers to bring promotional messages by using internet marketing. The use of various online forms such as advertising banners, pop-ups, online newspapers, magazines and
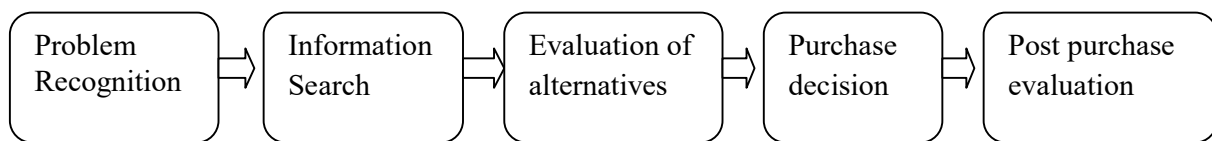
social networks enable organizations to introduce their products to online users across the globe.

Impact on purchasing decisions

The impact of online advertising is two conduct processes that not only affect customers but customers' response affects the organization as well. This process is known as pre-purchase and post-purchase responses of customers.

Online marketing and customer behaviour change

Understanding consumer's intention and option is vital to be successful in business filed. Customer behaviour as defined by Solomon, et al. (2010, p.6) is "the study of process concerned when persons or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and needs." marketplace segmentation appears as one of the primary characteristics of customer behaviour (Lantos, 2011), as this involve, age, gender and various community groups (Solomon, et al. 2010). The decision process involves different critical steps as a consumer evaluate the in order and advertising content if it convinces him/her. Kardes, Cronley and Cline (2011) highlight five preliminary steps that help a consumer to make purchasing decision

Problem Recognition	→	Information Search	→	Evaluation of alternatives	→	Purchase decision	→	Post purchase evaluation

1.3.1   Online marketing and problem recognition

The first element behind successful online marketing is problem recognition. The desire to buy a unique product with maximum characteristics is required by a customer and this intellect of a customer needs to be satisfied by burly and powerful marketing initiative.

Online information search and evaluation

Successful online marketing provides all types of product related information to customers. A customer after categorization problem search for thorough information and uses different online forum such as social networks, organization website and reads review online. This helps the customers to evaluate the information.

2.2.2 Privacy issue and online financial transaction threats

Privacy of information is a major anxiety for online users. Individuals as well as groups show concerns about their personal information if it common with third parties.

2.2.3 Types of online customer and online marketing strategy

The presence of online users on online forum point to two type's active customer namely customer of interest and customer of practice. Customer of attention includes all online groups

who have like interests to each other and share common values. This type of customer share their knowledge, information and interests to other online participant.

2.2.4 Online marketing and gender differences within online customer

Customer of interest and customer of practice involve three types of groups that are men, women and children. According to Heermann (2010), organisations take on dissimilar marketing initiative for men and women as the gender difference plays important role to modify dislike and liking of a product. "According to a study conducted at the University of Wisconsin, women notice and recall 70% more details in their environments than do men."

2.2.5 Online marketing impact on children customer

Children as large consumer group's promise good income for business organizations and fresh trends of using online social networks to communicate with friends appear to be a major constituent of change in social behaviors. Online marketers see social networks as opportunity to draw youth customers and market their products using banner add. Teenagers are greatly attracted to use Face book, my space, twitter and the availability of internet on phones has made it convenient for teenagers to stay connected with friends at all times.

2.2.6 Negative impact of online marketing on online customer

Convinced types of negative impacts of independent (internet marketing) variables appear along with positive impact on dependent (online customer) variables.

3. The research model and hypothesis

The research model has been intended to examine the impact of internet marketing on online customer that appear as 'impact of self-governing variables on needy variables.' though, the research examines the use of internet in situation of business growth and how internet theater important position to create relationship between the retailer and the buyer.

The first category explore the impact of self-governing variables on needy variables and determine property of using computer in separation, reliability and genuineness of in sequence that is extract from online forum, expediency factor and faith issues. The second feature of the research is to decide the optimistic and negative impact of internet on online customer such as men, women and children. The third group of the scope of independent variables explores the role of internet marketing behind business success
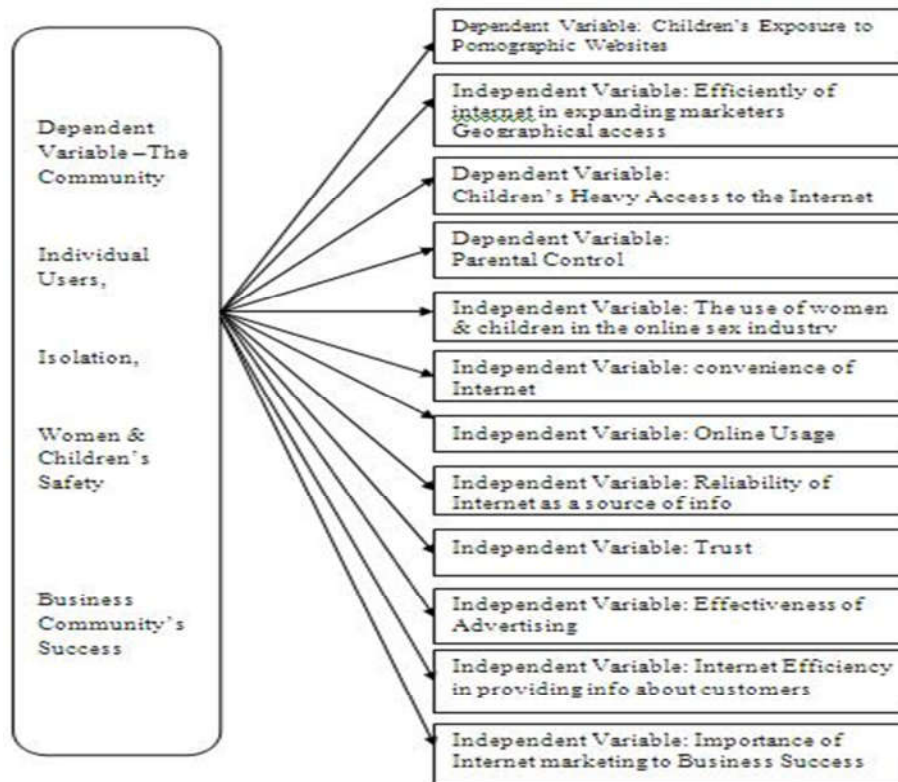
HO1: There is relationship between independent variables of Internet marketing, online security and trust, online usage and individual internet users' isolation from their society.

HO2: There is relationship between the Independent variables of Internet marketing dimensional risk factor of children's heavy admission to the Internet,

HO3: There is relationship between the Independent variables of Internet marketing scope of efficiency of online advertisement, internet competence in receiving info on customers' behaviour, increasing geographical access to additional markets and business customer.

3.1 The research methodology

The research investigates the role of internet and internet marketing and its possible impact on online customer that comprise men, women and children. To make a neutral argue a sample survey has been used to behavior the research. The contributor of this appraisal belongs to unlike society groups that include professionals of business file, parents and individual internet users. The total populace of the survey has been alienated into two samples. The first group is of internet marketers while the second group is of internet users. Participant of survey include men, women and children. The strength of review participant is 100 in number.

3.2 Data collection

Primary and secondary data sources have been used to take the research. Primary information has been extracted from two questionnaire distributed to 100 participant using online system.

The review designing include multiple choice answer and tick on yes or no option. Three hypotheses have been used to prove research and results of intended response provide to confirm if hypothesis declaration is recognized or discarded.

3.3 Descriptive statistics of the first sample

Following statistics have been used for the first sample. A standard mean and deviation have been applied on questions range from 1 to 18. The response to these questions indicate positive attitude against the ask question because their means are above mean of the scale

	N	Minimum	Maximum	Mean	Std. Deviation
q1	42	3.00	5.00	4.4048	.66478
q2	42	1.00	4.00	3.5476	.73923
q3	42	1.00	5.00	3.8333	1.41278
q4	42	1.00	5.00	3.6429	1.44529
q5	42	1.00	5.00	3.5476	1.54923
q6	42	1.00	5.00	3.7857	1.27902
q7	42	1.00	5.00	4.0476	1.36064
q8	42	1.00	5.00	3.7857	1.40618
q9	42	3.00	5.00	3.4286	.66783
q10	42	1.00	5.00	3.4524	1.06387
q11	42	1.00	5.00	4.0238	1.27811
q12	42	1.00	5.00	3.8333	1.41278
q13	42	1.00	5.00	3.9286	1.35057
q14	42	1.00	5.00	3.9286	1.35057
q15	42	1.00	5.00	3.6429	1.22617
q16	42	1.00	5.00	3.3095	1.07040
q17	42	1.00	5.00	3.7381	1.46603
q18	42	1.00	4.00	3.2619	.88509
Valid N (list wise)	42				

Under given statistics have been gather from second survey questionnaire and normal divergence shows attitudes of participants who respond to question 1 to 8. The overall positive outcome has been indicated in the table.

	N	Minimum	Maximum	Mean	Std. Deviation
a1	13	3.00	5.00	4.2308	.72501
a2	13	1.00	5.00	4.3846	1.50214

a3	13	1.00	5.00	4.4615	1.12660
a4	13	1.00	5.00	4.0769	1.11516
a5	13	1.00	5.00	3.3077	1.31559
a6	13	4.00	5.00	4.6154	.50637
a7	13	1.00	5.00	3.9231	1.38212
a8	13	1.00	5.00	3.8462	1.46322
Valid N (list wise)	13				

Reliability

A Cronbach"s Alpha has been practical to test the reliability of the level. The results indicate = .957 for both the first sample which is positive as it is above than the accepted percentage of .60. It is to note that the first sample was sent to test the first two hypotheses.

Cronbach's Alpha	N of Items
.857	18

3.4 Analysis and Findings:

To test the regression model and hypothesis several multiple regression analyses models have been used to inspect the impact of independent variables on dependent variables.

H1: There is a relationship between the independent variables of the reliability of internet info, online connections, expediency and accessibility, online trust) and the individual internet users' separation. The results of sample test to test hypothesis indicate a calculated t= 5.801 that is greater than the tabulated t of 2.0195. According to our decision rule we accept H0 if the calculated value is less than the tabulate value and reject H0 if calculated value is greater than the tabulated value. In our case, we reject H01. This means that there is a relationship between the internet marketing independent variables and the individual internet users' isolation from their community.

T - Calculated		T - Tabulated	T- Significant		Result of HO1
5.501		2.195	.000		Reject

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
h1	42	3.7727	.86320	.13319

Test Value = 3

		95% Confidence Interval of the Difference

h1	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
	5.801	41	.000	.77273	.5037	1.0417

H2: There is a relationship between the Independent variables of the internet marketing risk factors of children's heavy access to the Internet, parental control, children's exposure to pornographic websites, the use of women and children in the online sex industry and Women & children's safety.

The results of tested hypothesis using a sample test indicate that calculated t= 3.995 are greater than the tabulated t of 2.0195.

In present research H02 is rejected. This indicates that there is a relationship between the internet marketing independent variables and women & children's safety.

T - Calculated	T – Tabulated	T- Significant	Result of HO2
3.995	2.195	.000	Reject

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
h2	42	3.6633	1.07592	.16602

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
h2	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
	3.995	41	.000	.66327	.3280	.9985

H3: There is a relationship between the Independent variables of effectiveness of online advertisement, internet efficiency to get info on customers' behaviour, importance of internet marketing for business success, efficiency of internet marketing in expanding geographical access to markets and the business community. A sample test has been used to test hypothesis and results indicate that calculated t= 5.013 is greater than the tabulated t =2.1788. According to these results H0 is acceptable if the calculated value is less than the tabulated value; however, H0 is rejected if calculated value is greater than the tabulated value. In our case, we reject H03. This means that there is a relationship between the internet marketing independent variables and the business community's success.

T - Calculated	T – Tabulated	T- Significant	Result of HO3
5.013	2.1788	.000	Reject

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
H3	13	4.1058	.79524	.22056

One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
H3	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
	5.013	12	.000	1.10577	.6252	1.5863

Conclusion

The rapid change in business environment has led marketers to take on certain online marketing strategies that help them to draw good number of customers. However, the use of internet has generated dissimilar positive and negative impacts side by side. Marketers market their products relying on illustration and verbal marketing initiatives to attract and to engage online surfers.

This has brought expediency to customers to surf online to evaluate the services or products of their choice. Shopping from home and evaluation of prices and quality of products with other online marketers though appear as advantages of online marketing but at the same time using internet in isolation has highlighted various negative impacts of internet. Children's' acquaintance with explicit sexual material that appear on commercial websites has flamed the insecurity among parents. Lack of regulations has led criminals to use internet as platform to earn money from pornography. Privacy breach is one of the predominant aspects of internet marketing that people are concerned about. However, it is evident that internet marketing as independent variable has strong positive as well negative impacts on dependant variables that are online community groups and it has reshaped the social life structure and modernised social life style.

References

1. Burrett, T. (2008). Market online. B & T Magazine, 58(2682), 44-45.
2. Carroll, L. (2002). The People vs the Interent. Profit, 21(3), 12-13.
3. Haver, K. (2008). Why be on the Internet? Furniture today, 33(17), 2-3.

4. *Hawkins, Del, I., Mothersbaugh, D, L. (2010) Consumer Behavior: building marketing strategy,11th edition. New York: McGraw-Hill Irwin*

5. *Joy, J. (2006) Customer Communication Styles. Retrieved September 3, 2012, from Ezine Articles:*

6. *Kardes F.R, Cronley M.L, and Cline T.W, (2011). Consumer Behaviour. South-Western.*

7. *Kempe, D., Kleinberg, J., & Tardos, É. (2003). Maximizing the spread of influence through a social network.*

8. *Paper presented at the Proceedings of the ninth ACM SIGKDD international conference on Knowledge discovery and data mining. Retrieved 2012-05-09 from*

9. *Kent, M. L. (2008). Critical analysis of blogging in public relations. Public Relations Review, 34(?), 32-40.*

10. *Kraft, H., and Weber, M. J. (2012) "A Look at Gender Differences and Marketing Implications", International*

11. *Journal of Business and Social Science. Vol. 3, No. 21. Pp. 247-253*

12. *Kraut, R., Patterosn, M., Lundmark, V., Keisler, S., Mukophadhyay, T., and Scherlis, W. (1998) Internet*

13. *Paradox: a Social Technology that Reduces Social Involvement and Psychological Well-being? American Psychologist, 53(9).*

14. *Lantos, G.P. (2011). Consumer Behaviour: in action real-life application for marketing managers. M.E. Sharp, Inc.*

15. *McMains, A. (2007). Why clients withhold AD spending online. Adweek 48(33), 6-7.*

16. *Moore, R. J. (2008). He Said, She Said: Marketing to the Sexes. Retrieved September 3, 2012, from Dynamic Graphics & Create Magazine:*

17. *Pitta, A. D, and Fowler, D. (2005) Internet community forums: and untapped resource for consumer marketers.*

18. *Rajani, K. M., and Chandio, S. M. (2004) Use of Internet and Its effects on our Society. National Conference on*

19. *Emerging Technologies 2004. Institute of Mathematics and Computer Science, University of Sindh, Jamshoro, Pakistan*

20. *Riegner C, (2007). Word of mouth on the web: The impact of web 2.0 on consumer purchase decisions, Journal of advertising research. VOL 47(4). 436-447.*

21. *Roggio, A. (2012). Obervations on Marketing to Men. Retrieved September 29, 2012, from Practical Ecommerce: http://www.practicalecommerce.com/articles/3687-Observations-on-Marketing-to-Men*

22. *Solomon, M., Bamossy, G., Askegaard, S., and Hogg, M. (2010). Consumer Behavior: Buying: A European Perspective. 4rd ed., Financial Times Press.*

23. *Stockburger-Sauer, N. E. and Hoyer, W. D. (2009). Consumer advisors revisited: What drives those with market mavenism and opinion leadership tendencies and why? Journal of Consumer Behaviour, 8(2-3), 100-115.*

24. *Sullivan, R. Roberds, W. McAndrews, J, and Braun, M. (2008) Understanding Risk Management in Emerging Retail Payments.*

25. *Voight, J. (2007). Social Marketing Do's and Don'ts. Adweek, 48(36), 14-30.*