

E-Marketing and Women Consumer Decision Making Process in Kerala

Dr. S. Soniya

Assistant Professor of Commerce, Infant Jesus College of Arts and Science
(Affiliated by M.S. University), Kanyakumari Dist.

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ABSTRACT

The Internet has changed the world we live in. Never before has it been so easy to access information; communicate with people all over the globe; and share articles, videos, photos, and all manner of media. The Internet has led to an increasingly connected environment, and the growth of Internet usage has resulted in the declining distribution of traditional media: television, radio, newspapers, and magazines. Marketing in this connected environment and using that connectivity to market is e-Marketing. E-Marketing embraces a wide range of strategies, but what underpins successful e-Marketing is a user-centric and cohesive approach to these strategies. While the Internet and the World Wide Web have enabled what we call new media, the theories that led to the development of the Internet have been developing since the 1950s. This paper deals with study of E-Marketing and Women Consumer Decision Making Process in Kerala

Keywords: Women Consumer, Buying Behavior, e-marketing, Buying Decision, e-commerce

Need of the Study

India will likely see the golden period of the Internet sector between 2013 to 2018 with incredible growth opportunities and secular growth adoption for E-Commerce, Internet Advertising, Social Media, Search, Online Content, and Services relating to E-Commerce and Internet Advertising. As we all know, India has a long way to go in the world of Digital Marketing as more and more Indians are spending time on the internet as compared to China and US.'

Significance of the Study

The emergent use of E-Marketing in India provides a developing vision for online women consumers. This paper aims to address noteworthy aspects with respect to the role of the Internet in decision making, effect of the Internet on Consumer Behavior, Post Purchase Behavior, the Women Consumer Decision Making Process and Websites contribution to the Brand, because if E-Marketers want to grow in the Online Domain, they should be concerned about the factors affecting the Indian online buyer, their intent to venturing online, types of behavior when they venture online and the relationship between these buyers, then they further build up their E-Marketing strategies to convert prospective customers into active ones.

OBJECTIVES OF THE STUDY

- To determine the gender role in online shopping decision of women.
- To study the spending habits of women consumers on online shopping.
- To find out the influencing factors of women consumers.
- To make suggestions to improve their online purchasing decision more efficiently and effectively

LITERATURE REVIEW

E-Marketing

Mohammed R., (2001), "reveals that Internet Marketing is 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 parties"

Websites

Pingdom R., (2010) "reported that 130 websites on the Internet in 1993 and 47 million websites were added to the Internet in 2009, bringing the total number of websites on the Internet to 234 million"

Brown J., Hickey K., Pozen. V, (2002) "This shows how fast the Web is spreading worldwide. The number of people using the Internet is growing exponentially world over. The Internet is a virtual library containing an unlimited amount of information. Anyone is allowed to publish and access this information. The websites are not monitored, edited, regulated, or approved"

E-Marketing and the Online Brand

Song J. H., Zinkhan G. M., (2008), "reveals that the world of a typical "Online Brand", where products are solely available online, revolves significantly around the internet. Nevertheless, brand architecture, in

today's world is incomplete without the benefits that the digital medium has to offer. Brand Websites have become an important tool for advertisers”

Online Consumer Behavior

Mishra S. (2009) suggested that age and income shows a significant association with purchasing attitude. Banerjee et al(2010) revealed that online shopping is significantly related with family income and frequency of internet usages and internet users with high disposable monthly income are more likely to engage in online shopping. Thus various demographic variables like age and income have preliminary positive impact on online shopping behavior of individuals. Gender also plays important role in online shopping. Females have more interest and confidence while using the internet as compared to male internet users.

Collection of data:

The study is based on both primary and secondary data. The primary data have been collected from the online shopping women consumers in Kerala States by administering Interview Schedule. The secondary data have been collected from websites, books, magazines, journals, research reports and brochures.

Sample design:

For the purpose of the study the data have been collected from women residing in Kerala states for the selection of online shopping women consumers. A total of 200 respondents of the women consumers have been selected at random.

Limitations

- The study has not focused on the use of social media and its impact on the women consumer purchase process.
- The entire study can be now focused on one specific industry vertical to study the women consumer decision making process.

Discussion and Recommendation:

one of the biggest demographics that marketers are tapping into are women, who make up more than half of the global population and are by far the biggest users of most social media sites. Women also exhibit different consumption trends and behaviours than their male counterparts, which mean marketers must spend more time and energy dissecting this large and growing segment of the market.

- The results of *Demographics* show that the majority of the respondents belonged to the age group of below 30 (54.5%).
- The Internet Usage Experience of the women consumer shows that majority of the consumers have been using the Internet for more than 5 years (47.9%), their usage frequency is daily (95.9%) for 2-4 hrs a day. So, majority of the consumers browse internet on a daily basis.
- Majority of the women consumers feel *Secured* while shopping online and the most preferred Mode of Payment is *Cash on Delivery*.
- Findings show that *Internet* (40%) scores the highest frequency as a Pre Purchase Information Search Source followed by Peer Recommendation, Television and so on.
- Women tend to be more loyal to brands and because they maintain a great deal of the buying power.
- Social media and email represent the best ways to get a brand in front of women consumers
- The results of last section, Post-Purchase Behavior show that 20.4% of the consumers are worried that they would not be satisfied with the services and 13.8% of the consumers said that their repurchase is based upon their last purchase satisfaction. 30.6% of the consumers want immediate reaction from the company if they would be a part of any online brand community.

Conclusion:

Commerce via the internet or e-commerce has experienced rapid growth since its early years. The use of the Internet for purchasing goods and services has enormous potential. The demography of population plays significant role in consumer behavior. In this way study of gender differences in online shopping behavior is significant. Females show some resistance towards online shopping as it is new medium and involving monetary and physical risk as compared to males. Loss of social interaction was also major concern for females. Therefore e-tailors must improve the hedonic benefits to create positive attitude towards online shopping.

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