



FACTORS AFFECTING INTERNET MARKETING WITH REFERENCE TO THE CUSTOMERS IN THE PUNE CITY

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Abstract

The Internet performs a vital role in increasing convenience and loyalty. The application of the Internet has increased significantly due to the speed and comfort. It is playing an important role as an effective tool of promoting marketing and promotion. It provides a common platform of business transactions for sellers and buyers. Hence the online retailers, practitioners and academicians have started searching for factors that influence the consumers' online shopping behavior.

Necessary data for the study was collected from Primary Sources. In order to collect primary data a structured questionnaire was prepared covering various aspects included in the objective and hypothesis of the study. The data thus collected through 76 fully filled questionnaires have been analyzed and interpreted to arrive at the findings and giving suggestions.

Major Findings : Internet also plays an important role in attracting consumers to a marketer. The opportunities to do business worldwide with a click of mouse are not only huge but also rewarding. Unlike other mediums, the internet offers the potential to influence customers by way of manipulating various elements of marketing mix, as the networked world is characterized by the virtual and cross-functional, integrating content, format and access to create virtual community of customers is paramount. Internet induced viral marketing can be more effective if the marketer understand the factors that affect the decision and attitude to people.

Keywords: Internet, Marketing, Pune, Factors

INTRODUCTION:

The Internet performs a vital role in increasing convenience and loyalty. The application of the Internet has increased significantly due to the speed and comfort. It is playing an important role as an effective tool of promoting marketing and promotion. It provides a common platform of business transactions for sellers and buyers.¹ This has given new dimension to marketing. The online retail sales started increasing at a lower rate than expected,

practitioners and academicians have started searching for factors that influence the consumers' online shopping behavior.²

● **OBJECTIVE OF THE STUDY:**

- 1) To explain the concept of Internet Marketing.
- 2) To identify various factors affecting Internet Marketing.
- 3) To support measures for the making Internet marketing more effective.

Internet Marketing

“Marketing encompasses the range of organizational functions and process that seek to determine the needs of target markets and deliver products and services to customers and other key stakeholders such as employees and financial institutions.”³

The Internet refers to the physical network that links computers across the globe. It consists of the infrastructure of network servers and wide-area communication links between them that are used to hold and transport the vast amount of information on the Internet. Internet is applied by the companies as an integral part of the modern marketing concept: 1. It can be used to support the full range of organizational functions and process that deliver products and services to customers and other stakeholders. 2. It is a powerful communication medium that can integrate the different functional parts of organization. 3. It facilitates information management which is critical marketing support tool to strategy formulation and implementation. 4. The future role of the Internet forms a part of the vision of the organization, since its impact in future will be significant to business organizations.

Internet marketing is defined as the use of the Internet and related digital technologies to achieve marketing objectives and support the modern marketing concept. These technologies include the internet media and other digital media such as wireless mobile media cable and satellite.

In practice mobile marketing includes the use of a company web site along with online promotional techniques such as search engines, banner advertising, direct e-mail and links or services from other web sites to acquire new customers and provide services to existing customers that help develop the customer relationship. However in order to have Internet marketing to be effective and efficient there is a necessity of integration with traditional media such as print and TV.

Internet Marketing in India has been growing at a significant rate and is expected to account for 1.61% of the global gross domestic product (GDP) by 2018. India is set to become

the fastest growing market in the Asia Pacific region with expected growth rate of over 57% during 2012-2016, mainly on account of the following drivers:

1.Large percentage of population subscribing to broad band Internet rapidly increasing 3G Internet users and recent introducing of 4G across the country.2. Explosive growth of Smartphone users. 3.Rising standard of living as a result of fast decline poverty rate, 4.Availability of much wider product range and 5. Competitive prices attracting customers 6.Increased usage of online classified sites, with more consumers buying and selling second hand goods. ⁴

The web is a meeting place where anyone can communicate with anyone else; so many promotional activities of specific organizations were taken at a faster rate. The special characteristics' of Internet made significant impact on marketing communications. ⁵

Internet marketing originated in 1990 with text based websites offering product introduction. As a result of increasing use of Internet, the scope of Internet marketing expanded from only selling of products to providing information about products produced, advertising, software programs, auctions, stock trading matchmaking etc. Internet marketing also led to the revolutionizing the uses of internet for marketing of few companies like google.com, yahoo.com, amazon.com, alibaba.com, youtube.com etc.

RESEARCH METHODOLOGY:

Sample Size & Data Collection: The present study has been undertaken to carry out to study "Factors Affecting Internet Marketing with special reference to Pune City". Necessary data for the study was collected from Primary Sources.

In order to collect primary data a structured questionnaire was prepared covering various aspects included in the objective and hypothesis of the study mentioned further. The data thus collected through 76 fully filled questionnaires have been analyzed and interpreted to arrive at the findings and giving suggestions.

ANALYSIS AND INTERPRATIONS OF DATA

A) Demographic Data Presentation of Internet Marketing Users

Table 1 Gender-wise classifications of the Respondents

Gender	No. of Respondents	Percentage
Male	44	57.89%
Female	32	42.11%
Total	76	100.00%

(Source:- Primary Data)

From the table no 1, it can be observed that, 44 out of 76 (57.89%) accounted by male respondents as compared to 32 (42.11%) females. Thus, it can be concluded that users of internet marketing from Pune are dominated by males.

Table 2 Age Group wise Classifications Of the Respondents

Age Group	Male No. of Respondents	Percentage	Female No. of Respondents	Percentage
Up to 20	4	9.09%	1	3.13%
21-30	19	43.18%	14	43.75%
31-40	9	20.45%	11	34.38%
41-45	7	15.91%	5	15.63%
45-60	3	6.82%	1	3.13%
60 and more	2	4.55%	0	0.00%
Total	44	100.00%	32	100.00%

(Source:- Primary Data)

Regarding age group of respondent using internet, 28 out of 44 (63.63%) of the total male respondents and 25 out of 32 (78.13%) of the female respondents make more use of internet for marketing as compared to those male and female respondents covered by the study. Thus, younger persons prefer internet marketing for purchasing goods and services than the respondents from other age groups. This percentage was observed to be higher at 78.13% in case of female respondents as compared to that of male respondents at 63.63% only. (Table 2)

Table 3 Educational Classifications of the Respondents

Education	Male No. of Respondents	Percentage	Female No. of Respondents	Percentage
Under Graduate	11	25.00%	6	18.75%
Graduate	16	36.36%	22	68.75%
Post Graduate	9	20.45%	4	12.50%
Other	11	25.00%	6	18.75%
Total	44	100.00%	32	100.00%

(Source:- Primary Data)

When educational qualifications of the respondents are considered it was observed that 25 out of 44 (56.81%) males and 26 out of 32 (81.25%) of female respondents were from graduate and post graduate category. Thus, it can be concluded that higher the level of education, higher tends to have tendency to use internet marketing, especially in case of female respondents from Pune City. (Table 3)

Table 4 Occupations of the Respondents

Age Group	Male No. of Respondents	Percentage	Female No. of Respondents	Percentage
Students	13	29.55%	10	31.25%
Service	24	54.55%	14	43.75%
Business	5	11.36%	3	9.38%
Housewife	0	0.00%	5	15.63%
Other	2	4.55%	0	0.00%
Total	44	100.00%	32	100.00%

(Source:- Primary Data)

Regarding occupation of the respondents using Internet marketing out of 44 males and 24 (54.55%) and out of 32,14 (43.75%) females were from the service sector, followed by male students with 29.55% and 31.25% female students. Thus, service sector employees prefer to use internet marketing as compared to those from other occupation. (Table 4)

Table 5 Annual Income Of the Respondents

Annual Inome	Male No. Respondents	of Percentage	Female No. of Respondents	Percentage
Up to 1 Lakh	9	20.45%	11	34.38%
2-3 Lakh	31	70.45%	16	50.00%
4-6 Lakh	3	6.82%	4	12.50%
7 Lakh And Above	1	2.27%	1	3.13%
Total	44	100.00%	32	100.00%

(Source:- Primary Data)

From the table no. 5, it can be observed that 31 out of 44 (70.45%) male respondents and 16 out of 32 (50.00%) were having annual income ranging from 2-3 lakhs. Thus, those respondents having middle level of annual income, ranging from Rs. 2Lakhs, prefer to use Internet marketing to making purchases. (Table 5)

Table 6 Martial Status of the Respondents

Status	Male No. of Respondents	Percentage	Female No. of Respondents	Percentage
Unmarried	25	56.82%	10	31.25%
Married	19	43.18%	22	68.75%
Total	44	100.00%	32	100.00%

(Source:- Primary Data)

Regarding marital status of the respondents, it was observed that, married respondents in case of males were 43.18% and 68.75% in case of female respondents. This is the result of our tradition that females have to get married earlier than the males. (Table 6)

Table 7 Nature of the Family

Family	Female No. of Respondents	Percentage
Nuclear	47	61.84%
Joint	29	38.16%
Total	76	100.00%

(Source:- Primary Data)

When the nature of family of the respondents was considered, it was observed that out of 76, 47(61.84%) were from nuclear families and the rest were from Joint, which reflects modern trend when younger generations prefers to have nuclear family than traditional Joint family. (Table 7)

Table 8 Number Of the Family Members Of The Respondents

Family Members	Female No. of Respondents	Percentage
Up to 3	43	56.58%
3-5	27	20.52%
More than 5	6	7.89%
Total	76	100.00%

(Source:- Primary Data)

Regarding number of family members of the respondents, 43 out of 76 (56.58%) had up to 3 members and 20.52% of them had 3 to 5 member in their families, which reflects the result of family planning practices adopted by the youngsters and even the developing children has become more costly under present Socio-economic environment. (Table 8)

B) Responses to Questions Asked Related To The Internet Marketing**Table 9 Data Presentation (Multiple Answers Received From Respondents)**

Questions	No. Of Respondents	Percentage
(A) People Use Internet Marketing		
i) Use of Internet Facilities is increasing	27	35.53%
ii) Consumers Prefer Personalized Marketing	6	15.79%
iii) Traditional Marketing is costly	42	55.26%
iv) Easy Access to Product from any country	49	64.47%
v) Quick Delivery	5	17.86%
vi) Facility for Replacing Purchased Product	19	45.24%
vii) Any Other (Specify)	6	15.79%
(B) Companies Use Internet Marketing For		
i) Widening Customer Base	28	36.84%
ii) To earn more Profit	49	64.47%
iii) To popularized Brand Name	38	50.00%
iv) Management Policy	17	23.37%
v) Any Other (Specify)	2	2.63%
(C) What is your purpose of using Internet		
i) Social Network	52	68.42%
ii) Media Sharing Sites like Photo, Music, Videos	49	64.47%
iii) Blogs	53	69.74%
iv) Online Shopping	23	30.26%
v) Content Sharing Website	35	46.05%
vi) Any Other (Specify)	12	15.79%
D) How many years you are using internet for Marketing		
i) Up to 1 year	12	15.79%
ii) 1-3 years	19	25.00%
iii) 3-5 years	23	30.26%
Iv) 5 years and above	22	28.95%
	76	100.00%

(Source:- Primary Data)

Table 10) Responses Received From Respondents For Likert Scale Statements (Mean Value)

Statements	Mean Value	Mean Ranking
i) I prefer internet to get information about product/service to be purchased	3.95	6
ii) I prefer internet marketing because it is very safe to use	3.69	3
iii) People must aware of using internet marketing in modern information age.	3.67	1
iv) Internet marketing is beneficial in case of only selected products.	3.84	4
v) In Future Internet Marketing will grow rapidly.	3.68	2
vi) Internet marketing is useful for improving brand image of the company and products.	4.10	9
vii) Traditional marketing is going to survive.	4.04	8
viii) Reliability of a country is important for the success of internet marketing.	3.94	5
ix) Traditional Market is more flexible than internet marketing	3.94	5
x) Traditional Marketing result in developing long term relationship.	4.21	12
xi) Online support is necessary for the success of internet marketing.	4.88	13
xii) Traditional marketers provide more facilities for poor people.	3.97	7
xiii) Traditional Marketing is preferred by rich people.	4.20	11
xiv) Internet marketing is based on the foundation of consumers trust.	4.11	10
xv) The growth of the internet marketing positively related to increase in usage of internet	4.92	14

HYPOTHESE TESTING

A Hypotheses is a statement or a set of statements set forth as an explanation for the occurrence of some specified phenomena, which is accepted or rejected in the light of established facts.

Hypothesis 1

Null Hypothesis (Ho): Traditional Marketing is not costlier than Internet marketing.

Alternative Hypothesis (Ha): Traditional Marketing is more costly than Internet marketing.

From the table no 9, the 55.26 % respondents feels that Traditional Marketing is more costly than Internet marketing ,which stood at 3.44 and P Value 1.44 respondents ,which are more than 0.05,we fail to reject null hypothesis and hence alternative hypothesis has been accepted.

Hypothesis 2

Null Hypothesis (Ho): Companies does not use internet marketing to earn more profit.

Alternative Hypothesis (Ha) :- Companies use internet marketing to earn more profit

The 64.47% respondents feels that Companies use internet marketing to earn more profit ,which stood at 3.10 and P Value 1.49 respondents ,which are more than 0.05,we fail to reject null hypothesis and hence alternative hypothesis has been accepted.

Hypothesis 3

Null Hypothesis (Ho): The growth of the internet marketing dose not positively related to increase in usage of internet.

Alternative Hypothesis (Ha) :- The growth of the internet marking is positively related to increase in usage of internet.

Here in this scenario p value 0.04 is less than 0.05, which signifies that, the growth of the internet marking is positively related to increase in usage of internet so we accept the alternative hypothesis.

CONCULSION:-

Internet also plays an important role in attracting consumers to a marketer's website, which is critical to the effectiveness of web presence and longer visits are a measure of success of these websites. The opportunities to do business worldwide with a click of mouse are not only huge but also rewarding. Although Internet marketing offers information and transaction efficiency, it may not necessarily lead to sustainable competitive advantage it offers new business opportunities that are challenging and motivating to perform well and survive and grow under modern uncertain, dynamic and competitive business environment. Unlike other mediums, the internet offers the potential to influence customers by way of manipulating various elements of marketing mix, such as price, product, promotion and place (distribution), "as the networked world is characterized by virtual and cross-functional integrating content, format and access to create virtual community of customers is paramount to create value and deepen relationship with the customer. The proliferation of marketing and advertising, coupled with the blitz of millions of media channels in today's world, has given cause for consumers to tune out and effectively avoid a great deal of traditional supplier driven messaging Television ads, radio spots, online ads and even emails are facing increasing competition for effectively capturing the viewer's attention and provide positive responses for the marketer. Internet induced viral marketing can be more effective if the marketer understand the factors that affect the decision and attitude to people. Marketers should utilize viral marketing when the messaging can coincide and support a measurable business goal.

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QUESTIONNAIRE

(Please Tick appropriate box for your answer)

Name :- _____

Gender: Male ☐ Female ☐

Age:-

Marital Status:- Married ☐ Un-married ☐

Education:-

Under Graduate ☐ Graduate ☐ Post Graduate ☐

Any Other (Specify) _____

Occupation:-

Students ☐ Service ☐ Business ☐ Housewife ☐

Any Other (Specify) _____

Nature of Family: - Nuclear ☐ Joint ☐

Family Members :- Up to 3 ☐ 3-5 ☐ More than 5 ☐

Annual Income _____

B) Responses to Questions Asked Related To The Internet Marketing

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Questions	(√) Tick Your Answer in Below Box
(A) People Use Internet Marketing	
i) Use of Internet Facilities is increasing	
ii) Consumers Prefer Personalized Marketing	
iii) Traditional Marketing is costly	
iv) Easy Access to Product from any country	
v) Quick Delivery	
vi) Facility for Replacing Purchased Product	
vii) Any Other (Specify)	
(B) Companies Use Internet Marketing For	
i) Widening Customer Base	
ii) To earn more Profit	
iii) To popularized Brand Name	
iv) Management Policy	
v) Any Other (Specify)	
(C) What is your purpose of using Internet	
i) Social Network	
ii) Media Sharing Sites like Photo, Music, Videos	
iii) Blogs	
iv) Online Shopping	
v) Content Sharing Website	
vi) Any Other (Specify)	
D) How many years you are using internet for Marketing	
i) Up to 1 year	
ii) 1-3 years	
iii) 3-5 years	

Iv) 5 years and above	

C) Likert Scale Statements

Statements	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree
i) I prefer internet to get information about product/service to be purchased					
ii) I prefer internet marketing because it is very safe to use					
iii) People must aware of using internet marketing in modern information age.					
iv) Internet marketing is beneficial in case of only selected products.					
v) In Future Internet Marketing will grow rapidly.					
vi) Internet marketing is useful for improving brand image of the company and products.					
vii) Traditional marketing is going to survive.					
viii) Reliability of a country is important for the success of internet marketing.					
ix) Traditional Market is more flexible than internet marketing					
x) Traditional Marketing result in developing long term relationship.					
xi) Online support is necessary for the success of internet marketing.					
xii) Traditional marketers provide more facilities for poor people.					

xiii) Traditional Marketing is preferred by rich people.					
ix) Internet marketing is based on the foundation of consumers trust.					

Thank you for valuable to fill this Questionnaire....