

A STUDY ON IMPACT OF MARKETING MIX ON PURCHASING BEHAVIOUR OF CONSUMERS IN ONLINE MARKETING ENVIRONMENT IN MADURAI DISTRICT

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ABSTRACT

The online marketing provides unique experiences, convenience and connectivity for consumers in the most efficient ways and the success of online marketing is largely depending on efficient search engines and effective marketing mix strategies. Product, price, place and promotion are marketing mix for online marketing. Significant difference is there among marketing mix for online marketing and demographic features of consumers. Product, place and promotion are having significant and positive impact on purchasing behaviour of consumers, while, price is having negative and significant impact on purchasing behaviour of consumers in online marketing environment. Thus, websites should place products visibly on their shopping pages and price of products must be varied based on demand and supply situation. Further, online marketing should bring unfamiliar sellers and buyers together effectively and it must provide complementary items whenever possible to enhance purchasing behaviour of consumers in online marketing environment.

Key Words: Consumers, Marketing Mix, Online Marketing, Purchasing Behaviour

1. INTRODUCTION

Online marketing is the marketing of products and services in Internet platform (Allen and Fjermestad, 2001) and it is actually any kind of marketing action which is carrying out in online modes by application of various information and communication technologies (Kumar, 2014). It includes online advertisements, e-mail and networking and it transmits information electronically through online sources (Rogers, 2011) and it also includes marketing activities through e-mail and wireless (Krishnamurthy, 2006). Online marketing is the application of

Internet to help, implement and carry buying and selling activities of products among target consumers for profit (DeLone and McLean, 2004).

In present days, online marketing is the best strategy where business organizations are engaged with larger consumes to get good reactions (El-Gohary, 2010). Consumers are getting enormous information from various online sources and they use them efficiently for their purchase in online marketing atmosphere (Moss et al 2013). The online marketing provides unique experiences, convenience and connectivity for consumers in the most efficient ways (Song et al 2012). The success of online marketing is largely depending on efficient search engines and effective marketing mix strategies (Bostanshirin, 2014) and it also affects purchasing behaviour of consumers considerably. Thus, it is necessary to study impact of marketing mix on purchasing behaviour of consumers in online marketing environment.

2. REVIEW OF RELATED LITERATURE

Burnett (2008) concluded that promotion, product, place and price were affecting purchasing behaviour of consumers in virtual environment.

Dominici (2009) revealed that product, place, price and promotion were elements of marketing mix that affected purchasing behaviour of online consumers.

Cătoiş et al (2010) found that price, product, promotion, process and place were influencing purchasing behaviour of consumers in online platforms.

Chu and Kim (2011) concluded that online advertisements, sending e-mails, good return policy, product and price promotions, e-word of mouth and personalized services main promotional measures in e-commerce environment,

Ivanov (2012) revealed that integrated communication including price, product, promotion and place were important marketing mix strategies affecting purchasing behaviour of consumers.

Sam and Chatwin (2013) found that price, promotion, product, place, privacy, customer orientation, communities, personalized services and promotions were major marketing mix strategies influencing purchasing behaviour among consumers.

Lehdonvirta and Castronova (2014) concluded that price, product, promotion and place were main components of marketing mix used in e-commerce and they affected purchasing behaviour of consumers.

Rotich and Mukhongo (2015) revealed that product presentation on web pages, promotions through digital platforms, price comparison and order from remote areas were major marketing mix strategies affecting purchasing behaviour among consumers.

Abrar et al (2016) found that price, product, place and promotion were components of marketing mix were adopted for effective marketing in e-marketing atmosphere.

Kaur and Singh (2017) concluded that product, price, promotion and place were important marketing mix strategies influencing purchasing behaviour of consumers in e-commerce platform.

Dalbouh (2018) revealed that high degree of product and place were positively influencing and high price and low promotion were negatively affecting purchasing behaviour of customers.

3. OBJECTIVES OF THE STUDY

- i) To examine marketing mix for online marketing from consumers' perspective.
- ii) To find out difference among marketing mix for online marketing and demographic features of consumers.
- iii) To assess impact of marketing mix on purchasing behaviour of consumers in online marketing environment.

4. METHODOLOGY

Madurai district is chosen for the present study. Consumers of online marketing are selected by applying convenience sampling method. Data are received from 320 consumers of online marketing by using questionnaire. Demographic features of consumers of online marketing are studied by percentages and marketing mix for online marketing from consumers' perspective is examined through mean and standard deviation. Difference among marketing mix for online marketing and demographic features of consumers is found by using ANOVA and t-tests. Impact of marketing mix on purchasing behaviour of consumers in online marketing environment is examined by employing regression analysis.

5. RESULTS

5.1. DEMOGRAPHIC FEATURES OF CONSUMERS OF ONLINE MARKETING

The demographic features of consumers of online marketing are given in Table-1. The results make clear that 58.44 per cent of consumers of online marketing are male and 34.69 per cent of them are falling to age of 31– 40 years. Further, 34.06 per cent of them are under graduates and 37.50 per cent of them are working in private sector and 36.25 per cent of them are getting Rs.30,001 – Rs.40,000 as their monthly incomes

Table-1. Demographic Features of Consumers of Online Marketing

Demographic Features	Number	%
Gender		
Male	187	58.44
Female	133	41.56
Age		
21 – 30 Years	55	17.19
31– 40 Years	111	34.69
41 – 50 Years	88	27.50
51 – 60 Years	66	20.62
Education		
Secondary	39	12.19
Higher Secondary	42	13.12
Diploma	46	14.38
Under Graduation	109	34.06
Post Graduation	84	26.25
Occupation		
Business	51	15.94
Government	104	32.50
Private	120	37.50
Retired	45	14.06
Monthly Income		
Below Rs.30,000	49	15.31
Rs.30,001 – Rs.40,000	116	36.25
Rs.40,001 – Rs.50,000	108	33.75
Above Rs.50,000	47	14.69

5.2. MARKETING MIX FOR ONLINE MARKETING

The marketing mix for online marketing from consumers' perspective is given as below.

5.2.1. Product in Online Marketing

The consumers' perspective on product in online marketing is given in Table-2.

Table-2. Product in Online Marketing

Product in Online Marketing	Mean	Standard Deviation
Wide range of products are available	3.86	0.89
Images of products are closely viewable	3.82	0.95
It permits configuration of selected products	3.84	0.92
Products are seen on shopping pages of websites visibly	3.26	1.04
Product search is very easy	3.78	1.01

Consumers of online marketing are agreed with wide range of products are available, images of products are closely viewable, it permits configuration of selected products and product search is very easy, while, they are unsure with products are seen on shopping pages of websites visibly.

5.2.2. Price in Online Marketing

The consumers' perspective on price in online marketing is given in Table-3.

Table-3. Price in Online Marketing

Price in Online Marketing	Mean	Standard Deviation
Price of products is fair	3.80	0.99
Price is varying based on demand and supply	3.33	1.08
Price of products is affordable	3.76	1.02
It allows comparison of product prices	3.83	0.97
Consumers can quote target price for their chosen product	3.73	1.05

Consumers of online marketing are agreed with price of products is fair, price of products is affordable, it allows comparison of product prices and consumers can quote target

price for their chosen product, while, they are unsure with price is varying based on demand and supply.

5.2.3. Place in Online Marketing

The consumers' perspective on place in online marketing is given in Table-4.

Table-4. Place in Online Marketing

Place in Online Marketing	Mean	Standard Deviation
Web sites are accessed quickly since they are interlinked	3.89	0.87
Placing purchasing order is easy	3.87	0.90
Consumers can purchase from anywhere	3.91	0.84
It has no physical site for purchasing	3.93	0.80
It brings together unfamiliar sellers and buyers effectively	3.38	1.04

Consumers of online marketing are agreed with web sites are accessed quickly since they are interlinked, placing purchasing order is easy, consumers can purchase from anywhere, it has no physical site for purchasing, while, they are unsure with it brings together unfamiliar sellers and buyers effectively.

5.2.4. Promotion in Online Marketing

The consumers' perspective on promotion in online marketing is given in Table-5.

Table-5. Promotion in Online Marketing

Promotion in Online Marketing	Mean	Standard Deviation
It has various ranges of online advertisements	3.81	0.96
Consumers get e-mail and newsletter regularly	3.85	0.93
Websites have videos or message on few products	3.77	1.03
It always provides complementary items	3.29	1.11
It has good sales return policies	3.70	1.06

Consumers of online marketing are agreed with it has various ranges of online advertisements, consumers get e-mail and newsletter regularly, websites have videos or message on few products and it has good sales return policies, while, they are unsure with it always provides complementary items.

5.3. MARKETING MIX FOR ONLINE MARKETING AND DEMOGRAPHIC FEATURES OF CONSUMERS

The difference among marketing mix for online marketing and demographic features of consumers is examined through ANOVA and t-tests and the results are given in Table-6.

Table-6. Marketing Mix for Online Marketing and Demographic Features of Consumers

Particulars	t-Value / F-Value	Significance
Marketing Mix for Online Marketing and Gender	4.465** (t-value)	.000
Marketing Mix for Online Marketing and Age	5.227** (F-Value)	.000
Marketing Mix for Online Marketing and Education	5.618** (F-Value)	.000
Marketing Mix for Online Marketing and Occupation	4.559** (F-Value)	.000
Marketing Mix for Online Marketing and Monthly Income	4.651** (F-Value)	.000

** Significant at 1 % level

The F-values and t-value are significant in one per cent level and they explain significant difference is there among marketing mix for online marketing and demographic features of consumers.

5.4 IMPACT OF MARKETING MIX ON PURCHASING BEHAVIOUR OF CONSUMERS IN ONLINE MARKETING ENVIRONMENT

The impact of marketing mix on purchasing behaviour of consumers in online marketing environment is assessed by employing regression analysis and the result is given in Table-7. R^2 and adjusted R^2 are 0.55 and 0.53 correspondingly imply the regression model is in good fit and F-value is 17.346 displaying the model has significance.

Table-7. Impact of Marketing Mix on Purchasing Behaviour of Consumers in Online Marketing Environment

Marketing Mix	Partial Regression Coefficients	t-Value	Significance
Constant	1.736**	9.904	.000
Product (X ₁)	.370**	6.265	.000
Price (X ₂)	-.298**	5.356	.000
Place (X ₃)	.345**	5.672	.000
Promotion (X ₄)	.259**	4.840	.000
R ²	0.55	-	-
Adjusted R ²	0.53	-	-
F	17.346**	-	.000

** Significant at 1 % level

Product, place and promotion have significant and positive impact on purchasing behaviour of consumers, while, price has negative and significant impact on purchasing behaviour of consumers in online marketing environment.

6. CONCLUSION

The findings of this study explicate that product, price, place and promotion are marketing mix for online marketing. Significant difference is there among marketing mix for online marketing and demographic features of consumers. Product, place and promotion are having significant and positive impact on purchasing behaviour of consumers, while, price is having negative and significant impact on purchasing behaviour of consumers in online marketing environment. Thus, websites should place products visibly on their shopping pages and price of products must be varied based on demand and supply situation. Further, online marketing should bring unfamiliar sellers and buyers together effectively and it must provide complementary items whenever possible to enhance purchasing behaviour of consumers in online marketing environment.

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