CHAPTER - 5
FINDINGS, CONCLUSIONS AND SUGGESTIONS

5.1 Introductions:
The main purpose of the research was to elucidate the theoretical relationship between e-marketer, customer and the society. This study was initiated with the basic explanation of frequent terms related to the study like Marketing, Online Marketing, E-commerce, Trust, Perceived Risk and Consumer Behavior etc and concluded with presenting explanations and classifications of the subject.

Today Internet marketing has turned into the most quickly developing and most exhilarating branch of marketing. With the global market becoming ever more connected, it has become essential for entrepreneurs to keep up with latest trends and development to reach new audiences who are more shrewd, divided and skeptical than ever. Technology and software are varying at such a rapid speed that it looks almost unfeasible to maintain with trends. Services and products are developing and adapting to the online sphere.

5.2 Importance of the Study:
Hence study was undertaken to know that consumers have too many choices these days and they have to be constantly respond to the products or services. The best way to reach them is where they spend a good bit of time which is online.

The key Objectives of the study are as below:

To understand E-marketing and Its Applications in Selected Industries in Mumbai Region which gave the brief idea about companies activities related to E-marketing and how it’s influencing on the customers decision making process in new era.

In the present study, the researcher studied that companies have started to adopt E-marketing and those are yet to adopt are planning to do very soon. He has also studied the benefits of E-marketing and its impact on the customers.
Primary data is collected through questionnaire prepared by researcher. The data was collected using ‘Random’ sampling. The details of sample are as follows.

**Objectives of the current study:**

Objectives are:

1. To understand importance and uses of E-marketing tools.
2. To study various reasons of adopting E-marketing.
3. To understand nature & behavior of online customer.
4. To study effectiveness of E-marketing and basic expectations from the society.
5. To know about online shopping security related issues.
6. To understand various mediums and techniques of E-marketing and their utilization.
7. To study utility of the E-marketing resources

5.3 **Hypotheses of the Current Study:**

In the light of the framed objectives, the researcher has set up the following hypotheses for the present study

**Null Hypothesis:**

1. Opinion of respondents for online shopping has no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
2. Opinion of respondents for online shopping is independent of (not associated with) Gender, Education, Income and Occupation.
3. Features of online shopping have no significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
4. Features of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.
5. Issues of online shopping are independent of (not associated with) frequency of shopping, buying of the different range of products and
satisfaction w.r.t. purchases.

6. Issues of online shopping are independent of (not associated with) Gender, Education, Income and Occupation.

7. There is no significant dissimilarity between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.

**Statistical Analysis:**

Analysis of data can also be termed as the act of transforming data with the objective of extracting essential information and facilitating conclusions. Application of statistical methods is sometimes included, contingent upon the kind of information and the question. In case of particularly surveys Analysis engages estimating the values of unidentified parameters of the population and examining of hypothesis for extracting inferences. Analysis consequently may be classified as descriptive analysis and inferential analysis, which is generally recognized as statistical analysis.

Collected data was analyzed thoroughly using statistical software’s SPSS – version 21.0, Ms-Excel add-ins namely Data Analysis and MegaStat. Researcher used both descriptive and inferential statistical tools. Both, primary as well as secondary data is used while analyzing. The study is divided in two parts

1. Descriptive analysis
2. Inferential analysis

After analysis of data following conclusions are drawn

5.4 **Findings based on Descriptive Analysis:**

This portion of study is basically centred around checking fundamental targets of study. Researcher utilized statistical apparatuses like standard deviation, mean and graphs for analysis of primary data. Major conclusions are as follows:

5.4A) Objective number one is to understand importance and uses of E-marketing tools. The researcher studied importance and uses of E-marketing tools.
The research findings are shown below

1. E-marketing tools are very important in company business and the top management gives sufficient support for the adoption of E-marketing
2. Marketing team within venture utilizes E-marketing devices as an exceptionally helpful apparatus and company has good technological infrastructure.
3. Use of E-marketing tools has nothing to whether Company work on the local level or not. Also it does not depend on size of company.
4. Every Company has an access to internet.
5. Customers are aware about the online shopping.
6. Online purchase product/service would be beyond customer’s financial means and thorough computer knowledge is required for the same.

5.4B) Second objective is to study various reasons of adopting E-marketing. The researcher studied various reasons of adopting E-marketing using primary data. The research findings are shown below

1. The Companies would apply E-marketing despite of the types of item produced.
2. The Company adopted E-marketing because of following reasons:
   a) It is useful for their international business.
   b) Competitive pressure is one of the reasons.
   c) To avoid losing their market share to competitors who are already using E-marketing
   d) As a response to market trends
3. Enterprise associates with its clientele through newsletters, registration forms and email accounts.
4. Customer prefers shopping through a retail store and they also like the method of computerized shopping.
5. Customer’s shopping over the World Wide Web fits into their shopping style and would increase their shopping frequencies. Also it would give them latest update about the fashions/trends.
5.4C) Third objective is to understand nature & behavior of online customer. The researcher studied nature & behavior of online customer using primary data. The research findings are shown below

1. Customers like purchasing through the Internet and are able to utilize the technology. It has nothing to whether literacy level.
2. The Customers preferring online shopping are Graduates in majority and they belongs to the income group of Rs. 2 – 5 Lacs p.a. Their occupation is Service and generally they purchase approx in the range of Rs. 500-5000.
3. Customers are satisfied with the products that they have purchased online.
4. Customers feel easy to find their vendors online for the products which they wish to buy and they are ready to recommend or suggest online shopping to others.

5.4D) Forth objective is to study effectiveness of E-marketing and basic expectations from the society. The researcher studied effectiveness of E-marketing and basic expectations from the society using primary data. The research findings are shown below

1. Size of enterprise does not affect management decision to adopt E-marketing.
2. E-marketing enables company executives to accomplish tasks more quickly. E-marketing improves the quality & productivity of the work they do. Also gives them greater control over the work.
3. Employees interaction with customers related to E-marketing is clear and understandable.
4. Company executives feel that there is very less influence of on the decision of adopting E-marketing.
5. E marketing saves manpower and money.
5.4E) Fifth objective is to know about online shopping security related issues. The researcher studied online shopping security related issues using primary data.

The research findings are shown below
1. Customers do not prefer to pay in cash. They have trust on E-marketing tools.
2. Customer believes that online shopping is safe.

5.4F) Sixth objective is to understand various mediums and techniques of E-marketing and their utilization. The researcher studied various mediums and techniques of E-marketing and their utilization using primary data.

The research findings are shown below
1. Company uses traditional marketing techniques, but ready to adopt E-marketing.
2. Company uses the internet in accessing other company’s sites and it has a computerized customer database that uses to perform marketing activities.
3. Customers pay through Debit card and it has nothing to whether using EMI options are available or not.
4. Customers do online shopping annually.
5. It is easy to observe others product over the World Wide Web and shopping over the same allow Customers to have better item selection.

5.4G) Seventh objective is to study utility of the E-marketing resources. The researcher studied utility of the E-marketing resources utilization using primary data.

The research findings are shown below
1. Company uses E-marketing resources;
   a. To communicate with customers,
   b. To advertise products,
   c. To support traditional commercial activities,
   d. To conduct commercial transactions.
5.5 **Findings based on Inferential Analysis:**

Inferential analysis is employed to generalize the results achieved from a (probability) random sample back to the populace from which the specimen was drawn. Inferential statistics are commonly utilized to reply cause-and-effect queries and make forecasts. In the present study researcher used this analysis for hypothesis testing. The hypothesis of present study is as follows.

The researcher has set up seven hypotheses for the present study.

(A) The **first hypothesis** tests if opinion of respondents for online shopping does not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non-parametric chi-square of association is used. It was observed that;

For **Frequency of Shopping** in 6 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 4 cases p value is more than significant level 0.05. Hence we may infer that online shopping is associated with Frequency of Shopping.

For **Buying of the different range** of products in 3 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 7 cases p value is more than significant level 0.05. Hence we may infer that online shopping is not associated with Buying of the different range of products.
For **satisfaction of customer’s purchases of products** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of customer’s purchases of products.

It means online shopping has significant association with frequency of shopping, but it does not have significant association with buying of the different range of products and satisfaction w.r.t. purchases.

(B) The **Second hypothesis** tests if opinion of respondents for online shopping is not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non-parametric chi-square of association is used. It was observed that;

For **Gender** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with Gender.

For **Education of respondents**, in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with Education of respondents.

For **Income of respondents** in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 9 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of Income of respondents.
For **Occupation of respondents** in 2 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 8 cases p value is more than significant level 0.05. Hence we may infer that online shopping is **not associated** with satisfaction of **Occupation of respondents**.

It means online shopping has **no significant association** with Gender, education, income and **Occupation of respondents**.

(C) **Third hypothesis** tests if Features of online shopping do not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non- parametric chi-square of association is used. It was observed that;

For **Frequency of Shopping** in 4 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 14 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with Frequency of Shopping.

For **Buying of the different range** of products in 2 cases (related statements) corresponding p value is less than significant level 0.05 and in remaining 16 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with Buying of the different range of products.

For **satisfaction of customer’s purchases of products** in 2 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 16 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are **not associated** with satisfaction of customer’s purchases of products.
It means Features of online shopping does not have significant association with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

(D) Forth hypothesis tests if Features of online shopping are not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non-parametric chi-square of association is used. It was observed that

For Gender in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 17 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are not associated with Gender.

For Education of respondents, in 3 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 15 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are not associated with Education of respondents.

For Income of respondents in 1 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 17 cases p value is more than significant level 0.05. Hence we may infer that Features of online shopping are not associated with satisfaction of Income of respondents.

For Occupation of respondents in 5 case (related statements) corresponding p value is less than significant level 0.05 and in remaining 13 cases p value is more than significant level 0.05. Hence we may infer
that Features of online shopping are \textbf{not associated} with satisfaction of \textbf{Occupation of respondents.}

It means Features of online shopping do not have \textbf{significant association} with Gender, Education, Income and Occupation of respondents.

\textbf{(E)} \textbf{Fifth hypothesis} tests if Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non-parametric chi-square of association is used. It was observed that;

For \textbf{Frequency of Shopping}, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are \textbf{not associated} with Frequency of Shopping.

For \textbf{Buying of the different range} of products, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are \textbf{not associated} with Buying of the different range of products.

For \textbf{satisfaction of customer’s purchases of products}, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are \textbf{not associated} with satisfaction of customer’s purchases of products.

It means Issues of online shopping \textbf{do not have significant association} with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.
(F) **Sixth hypothesis** tests if Issues of online shopping are not associated with Gender, Education, Income and Occupation.

Below mentioned are the research findings of this hypothesis.

The hypothesis is tested by considering the opinion of respondent on individual parameters. To test null hypothesis non-parametric chi-square of association is used. It was observed that;

For **Gender** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Features of Issues of online shopping are **not associated** with **Gender**.

For **Education of respondents**, p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with **Education of respondents**.

For **Income of respondents** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with satisfaction of **Income of respondents**.

For **Occupation of respondents** p-value for the chi-square is greater than that of significant value 0.05. Hence we may infer that Issues of online shopping are **not associated** with satisfaction of **Occupation of respondents**.

It means Issues of online shopping do not have **significant association** with Gender, education, income and Occupation of respondents.

(G) **Seventh hypothesis** tests if there is no significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company.
To test above null hypothesis, we use Levene’s test for testing Homogeneity of Variances, ANOVA for testing Equality of Means, Welch and Brown-Forsythe for testing Robust Tests of Equality of Means. After testing the null hypothesis it was observed that all significant p value for Levene’s test (for testing homogeneity of variances) are less than 0.05 indicates that all groups are homogeneous (equal variance). This also indicates that standard ANOVA must be discarded. Hence Robust Tests of Equality of Means namely Welch and Brown-Forsythe tests are used. Significant p value for Welch (0.007) is less than 0.05 and Brown-Forsythe test (0.061) is greater than 0.05 indicating significant difference between all groups. It is also noted that all significant p values for ANOVA are less than 0.5 supporting the above results. Hence we reject null hypothesis **Ho. Therefore it reveals that** there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company. To analysis further, we use Post Hoc Test namely Least Significant Difference method (LSD) test to find pairwise difference between the groups. This analysis revels that there is significant difference between mean values responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company. Only responses of Post-Graduate executives are insignificant from Doctorate executives.

**Hence on the base of the above said analysis it was infer that** there is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related to E-Marketing Strategies of the Company and everybody is of opinion that E-Marketing Strategies are used in proper manner in their Company.

**Conclusion:**

The study indisputably brings home the point that E-marketing has significant impact on businesses in a number of remarkable ways. E-marketing campaign and strategies have dynamic potential to reach customers not only at a jet speed but also at low cost. In addition they have the tremendous ability to promote a wide collection of products and services. It also provides golden opportunity to collect data about their consumer base which in the past was not available in the orthodox convectional marketing. MIS or Management
Information Systems Report is one of the tools for the E-Marketing.

The growth of E-marketing and Social Media Advertising have opened a new door to the business world in recent years which is a little more than to classify and filter information relating to services and products on the Internet and obtain a little profit from any deal that may happen as a result. Besides businessmen E-marketing also empowers displeased consumers to satisfy their yearning by going to any extent which was not accessible in the past.

On the negative side though E-marketing may have speed, global reach and the extent of information that can be achieved but it is infected with several drawback which businesses must bear in mind before taking a plunge.

Since E-marketing is driven by technology and is extremely reliant upon technology businesses may, at times, suffer risk. Nevertheless regardless of its handicaps it is rational to presume that E-marketing is on the entire positive growth for businesses and in spite of few hazards its impact upon businesses has been basically encouraging.

5.6 **Suggestions of the study:**

1. Focusing on reaching sizeable target audience through media network like radio and television must be priority of businesses. In fact the E-marketers are already focusing on reaching niche audiences through digital interfaces.
2. Companies must adopt various techniques to measure social media ROI.
3. Companies should establish Email Drop Drive for each customer segment based on customer’s data with different content based on requirements. Care should be taken to address the internal content, subject line and calls for action within the email to be personalized based on customers group.
4. Since FAQ’s (Frequently Asked Questions) are the backbone of a company and offers additional opportunity hence businesses must update their FAQ’s page on other web destinations, social profiles or company’s
website on a regular basis to incorporate new comments or questions.

5. Companies must emphasize on effective content strategy focusing on the wants, triggers and pain points of the targeted customers.

6. Headlines attract the attention of customers foremost. Hence Headlines must be astutely used more critical content. Further as headlines have limited character space hence companies should not waste its significance by highlighting ‘Business Name’ in the Ad’s Headline.

7. Companies’ websites are their passport to draw customers hence businesses must remember that website are more than just looks. A makeover every now and then is thus essential so that the website looks refreshing and enchanting. Further regular updates can surely enable a website to be the top of its game.

8. To catch the attention of customers; companies must post attractive, captivating and realistic photos of their products on their websites to influence customers’ decision making process.

9. The key to generating high business is to offer selective products under one roof and to promote it effectively with efficient descriptions. Since you focus chiefly on fewer products hence you are in better position to answer customer’s qualm effortlessly thus converting them into sales.

10. Extracting customer testimonials through authentic e-mails or letters and the knowledge how the product or service helped the customers solve the particular problem they faced; can help companies in a big way to alter their product and generate high sales.

5.7 Suggestion to Community and Government for policy implications:

1. The Government needs to urgently give impetus to E marketing by pioneering an arrangement structure to promote E-marketing of certain products so that promotion of certain segments gets a boost in general and it helps to reach the utmost clientele in particular.

2. Certain essential segments of promotion which are extremely important are a necessity for society must be ‘Tax – Exempted’ by the government so that more and more companies are attracted towards E marketing thus extending a helping hand to enhance the nation’s economy at rapid speed.
3. The government must combat ‘Red-tapism’ and ‘Corruption' in the performance of Government approved E-marketers and constantly maintain a hawk eye on them. In addition E-marketers doing exceptional business must be encouraged and their approvals should be extended solely on the past performance.

4. In case of promoting certain products on E-marketing government must be alert to review the policy framework periodically as per field necessities and the experience gained, for shielding the interest of the consumers.

5.8 **Suggestion for Practical Applications to the Current Research in Other Areas:**

1. Departments, predominantly, in colossal business houses must avoid following identical pendulum movements.

2. Since local channels play a lion’s share in the driving the success of a company; E-marketers need to have some control over them.

3. Companies need to employ promotional manager with explicit accountability of all communication and coordination around the promotion and simultaneously make sure his directions are completely understood by all.

4. Success of E-marketing squarely depends on the implementation of E-marketing management. It should strictly sticks to deadlines, accountability, and checks that every staff is well versed with product / service details. In addition each staff must update on frequently about any alternation or upgradation.