ABSTRACT

INTRODUCTION

- E-Marketing:

It is rapidly rising and most exhilarating division of marketing today. With Online marketing boom at its peak every products and services are taking the route of online industry. Marketing is an action of an organization associated with buying and selling of a product or service.

The skill and discipline of trading products or services through digital networks like Internet and cellular phone networks is called E-Marketing. **Immediacy, Personalization, Relevance** are three Keystone Principles of Internet Marketing.

RESEARCH METHODOLOGY

- Problems tackled in the present Study:
  1. Inability to get an actual experience of the merchandise.
  2. Entire system is depending on internet therefore both the parties cannot do the interactive deal.
  3. E-marketing can become one of the reasons for unemployment in Indian society.
  4. Lack of awareness in the society about the e-marketing activity.
  5. Unethical users are creating barriers in between online process.
  6. The major hurdle in between users and companies is slow internet connections or no network connectivity.
  7. Improper e-market mix will lead to failure of online business activity.

1. Objectives of the Study:
  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.
2. **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.

A) **Universe of the current study:**
   Researcher has selected 20 selective companies from various industries on the basis of feasibility to get an authentic data.

B) **The sample size:**
   The study used size of 410 respondents (350 customers and 60 company executives among 10 Companies) living in Mumbai.

C) **Data Sources:**
   Primary data sources - Questionnaire
   Secondary data sources - Books, Magazines, Company reports, Web Sites, Search Engine, Journals etc.

D) **Sampling techniques:**
   Probability- Simple random sampling

E) **Researcher applied different parametric as well as non parametric tests. Details of which are given below.**
   1. chi-square test of independence (non-parametric test)
2. Levene’s test for testing Homogeneity of Variances.
3. Parametric test ANOVA for testing Equality of Means

3. **Analysis of data of the present study:**

1. **Descriptive Analysis:**

   A) Objective one is to understand importance and uses of Emarketing 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.

   B) Second objective is to study various reasons of adopting E-marketing.

   *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.

C) Third objective is to understand nature & behavior of online customer.

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.

D) Forth objective is to study effectiveness of E-marketing and basic expectations from the society.

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.

E) Fifth objective is to know about online shopping security related issues.

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.

F) Sixth objective is to understand various mediums and techniques of E-marketing and their utilization.

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.

G) Seventh objective is to study utility of the E-marketing resources.

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

2. Inferential Analysis:

   Hypothesis : 1

   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.

Research Conclusion are shown below

1. From the analysis we may conclude that out of 10 cases in 6 cases the result is significant. It means online shopping is associated with Frequency of Shopping.
2. From the analysis we may conclude that out of 10 cases in 7 cases the result is insignificant. It means online shopping is not associated with Buying of the different range of products.
3. From the analysis we may conclude that out of 10 cases in 9 cases the result is insignificant. It means online shopping is not associated with satisfaction of customer’s purchases.

- **Hypothesis : 2**
  Opinion of respondents for online shopping is not associated with Gender, Education, Income and Occupation.

  *The research Conclusion are shown below*
  1. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Gender.
  2. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Education.
  3. From the analysis we may conclude that out of 10 cases in 9 cases the result is not significant. It means online shopping is associated with Income.
  4. From the analysis we may conclude that out of 10 cases in 8 cases the result is not significant. It means online shopping is not associated with Occupation.

- **Hypothesis : 3**
  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.

  *The research Conclusion are shown below*
  1. From the analysis we may conclude that out of 18 cases in 14 cases the result is not significant. It means features of online shopping do not have significant association with frequency of shopping.
  2. From the analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online
shopping do not have significant association with frequency of the different range of products.

3. From the analysis we may conclude that out of 18 cases in 16 cases the result is not significant. It means features of online shopping do not have significant association with satisfaction w.r.t. purchases.

- **Hypothesis : 4**

Features of online shopping are not associated with Gender, Education, Income and Occupation.

*The research Conclusion are shown below*

1. From the analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Gender.
2. From the analysis we may conclude that out of 18 cases in 15 cases the result is not significant. It means features of online shopping are not associated with Education.
3. From the analysis we may conclude that out of 18 cases in 17 cases the result is not significant. It means features of online shopping are not associated with Income.
4. From the analysis we may conclude that out of 18 cases in 13 cases the result is not significant. It means features of online shopping are not associated with Occupation.

- **Hypothesis : 5**

Issues of online shopping are not associated with frequency of shopping, buying of the different range of products and satisfaction w.r.t. purchases.

*The research Conclusion are shown below*

1. We may infer that Issues of online shopping are not associated with Frequency of shopping.
2. We may infer that Issues of online shopping are not associated with Shopping Range.
3. We may infer that Issues of online shopping are not associated with Satisfaction of customer.
• **Hypothesis : 6**  
Issues of online shopping are not associated with Gender, Education, Income and Occupation.

*The research Conclusion are shown below*

1. We may infer that Issues are not associated with Gender.
2. We may infer that Issues are not associated with Education.
3. We may infer that Issues are not associated with Income.
4. We may infer that Issues are not associated with Occupation.

• **Hypothesis : 7**  
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.

*The research Conclusion are shown below*

On the basis of analysis it may be concluded that there is significant difference between mean value responses of Graduate, Post-Graduate and Doctorate company executives related E-Marketing Strategies of the Company and everybody is of opinion that E-Marketing Strategies are used in proper manner in their Company.

**Overall Conclusion:**
E-marketing campaign and strategies have dynamic potential to reach customers not only at a jet speed but also at low cost. 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. Besides businessmen E-marketing also empowers displeased consumers to satisfy their yearning by going to any extent which was not accessible in the past. E-marketing is on the entire positive growth for businesses and in spite of few hazards its impact upon businesses has been basically encouraging.