EMPIRICAL ANALYSIS ON CUSTOMER PERCEPTION TOWARDS E-MARKETING PRACTICES

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Abstract

Introduction: Globalization and technology advances are approaching, and those who embrace them now will be better prepared for the future. E-marketing is expanding rapidly and influencing market and consumer behaviour. This has compelled businesses to use e-marketing as their primary marketing strategy and to strive to satisfy the expectations of their targeted clients.

Purpose: This article throws considerable light on e-marketing methods and how clients choose e-business companies for their services. E-marketing is the future of the marketing sector, to conclude. Those that do embrace e-marketing will be left with a tiny fraction of people to advertise to, since the bulk will have moved on with technology if they have shared goals and the proper approach.

Methodology: The study basically considers four categories of e-business retailers namely – a. Rail ticket booking, b. Cab vendors, c. Movie ticket booking, d. Retail stores. The information was elicited from different sources to find out the total number of retailers under each category operating in the State as on 25th October,2022. For the sake of convenience, the study area is confined to Krishna and Guntur districts. Though the sample size comes to 600, it was thought appropriate to make the customer sample on par with retailers and hence a total 940 was covered by spreading equally between two regions. The information elicited from the retailers and customers using the schedules is analyzed by using statistical techniques.

Findings: It can be seen that 25(2.7%) respondents strongly agree to mobile apps are ease to use; 77(8.4%) respondents agree to shopping through mobile

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apps due to sophisticated features; 183(19.9%) respondents are neutral in their opinion; 408(44.3%) respondents disagree to mobile apps as they are comfortable and convenient with the desktop features; 227(24.7%) respondents strongly agree to PC as they are user friendly and convenient to use. Both mobiles and desktops equally support all the apps but mobiles are easy to carry and flexible to use the apps compared to the PC.

Practical Implications: The Internet has improved many aspects of life, including marketing and the economics. This research has shed light on Internet potential and obstacles by introducing important online marketing tactics and methodologies. The primary advantages of the Internet were its uplifting effect, the elimination of geographical obstacles, its availability 24 hours a day, seven days a week, its cost-effectiveness, its capacity for monitoring, and its personalization. This also examines several internet marketing methods and their claims, including contributions from a variety of authors for each strategy, to assist the firm in selecting the most correct approach when making choices.

Conclusion: It is important to go beyond the point of sale when determining whether or not multi-channel marketing, whether online or offline, was successful. Notwithstanding the fact that there are no universally accepted criteria for benchmarking techniques and measures like as click-through rates, conversion rates, analysing e-marketing performance, and repeat customers give managers with insights and understanding from data that is important to e-marketing ROI.

Key Words: E-Marketing, Technology, Customers, Services.

1. Introduction

E-Market is a virtual marketplace where goods and services are exchanged through the internet. E-Marketing is also known as Internet Marketing, Web marketing, Digital Marketing and Online Marketing. By enabling the interchange of information, commodities, services, and payments, electronic marketplaces play a crucial role in the economy. They provide economic value for purchasers, vendors, market intermediaries, and society as a whole. The tasks of an e-market are identical to those of a physical marketplace; however, computerised systems tend to make electronic marketplaces far more efficient by offering buyers and sellers with more up-to-date information and a variety of support services.

After the inception of electronic marketplaces (also called e-marketplaces, virtual markets, or market spaces), the face of trading has changed because of the availability of affordable high-speed internet and smart phones. Customers can get market information through their mobile phones, laptops, or tablets to select and buy goods or services at the convenience of their homes. India is ranked second in terms of active internet users across the world and this number is expected to increase tremendously in rural and urban regions. In 2020, India has nearly 700 million internet users and approximately 330 million digital buyers.

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With the advent of e-marketing, Indians are engaged in personalized advertising, attractive discounts, quick and easy delivery options towards online shopping. In 2019, the overall advertising income was around 700 billion Indian rupees, while digital advertising revenue was approximately 160 billion Indian rupees. By the end of 2021, the penetration rate of digital buyers in India is projected to reach 28%, and India is listed as the third biggest advertising market in terms of ad expenditure. By 2025 there would be an estimated growth of 974 million users indicatinga heavy potential market in internet services.

2. E-Marketing Strategies

E-Marketing refers to usage of digital technologies to promote products and services i.e., marketing a brand using internet. Business organizations take the help of e-marketing strategies to find the right audience to whom the goods and services are to be provided. E-marketing strategies aim at delivering the right message to the right people, so that the customers know more about brands, products and services and ultimately purchase them. E-Marketing uses digital technologies like websites, paid media, social networking, multimedia, graphics, and text. Typical e-marketing methods and online promotional approaches include display advertising, web-banner advertising, pop-ups, news-feed adverts, content marketing, mobile marketing, social media marketing, e-mail marketing, search engine optimization and among others.

1. Display advertising:

Display advertising in digital mode is the process of advertising aproduct or service through visuals like images, text, banners, audio and video formats on internet websites, apps, or social media. The primary objective of display advertising is to attract the attention of Internet users and improve the likelihood that they will purchase the advertised goods. Display ads are paid advertisements that target specific internet users by popping up on the screen in the form of graphics, while a website is being used.

2. Web banner advertising:

Web banners are graphical advertisements shown on a web page. They are a part of display ads and they operate the same way as the traditional advertisements by notifying consumers about various products or services.

3. Pop-ups:

A Pop-up ad is a small display window containing an advertisement that opens in a visitor's current webpage. Pop-ups are helpful for online stores and lead generation websites. Pop-ups assist the businesses to increase the visibility of the offers, discounts, free coupons, shipping, and other messages to the visitors of the websites. Pop-ups are well-timed and are based on the behaviour of the visitor.

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4. **Content Marketing:**

Content marketing is the publication of material intended to allow, encourage, engage, educate, and connect with consumers. Content marketing is described by the Content Marketing Institute as "A marketing method for developing and delivering useful, relevant, and consistent information to attract and acquire a clearly defined audience - with the purpose of driving lucrative customer action."

5. **Search Marketing:**

Search Marketing is initiated when a customer searches for or asks a query relating to a brand or a product. The reach of the brand is increased depending on the number of searches. Search engine marketing (SEM) with Search Marketing is synonymous search engine optimization (SEO). To find information in search engines both the online techniques are used which are either paid or unpaid search activities.

6. **Mobile Marketing:**

Man's quest to make his life easy has brought technology to his hands and one such invention is Mobile/Smart phone. All day-to-day activities right from grocery purchases, utility and other bill payments, ticket-bookings, money transactions and accessing required information is just a click away. Smart phones come with security a feature that makes it reliable. Latest smart phones can be unlocked using face detection and fingerprint scan which ensure safe and secure transactions. With the advancing technology, there is also a rise in security concerns for the private data stored on these devices. This paved way to the excessive usage of secured storage shelves like Cloud and drives which can be accessed with the help of internet.

3. Study Scope

The study was confined to six select e-business organization's – Amazon, Flipkart, Snapdeal, Just Tickets, Red bus and Uber cabs in understanding the perceptions of customers and retailers on e-marketing practices and strategies in Andhra Pradesh State.

4. Objectives

➢ To review the importance of marketing, current models and practices adopted in e-commerce.

➢ To examine the profiles of select e-business organizations and their e-marketing strategies.

➢ To learn about the business profile of retailers and to look at how e-marketing affects them and how they feel about e-business organisations.

4.1 Hypothesis

➢ There is no significant difference in the perceptions of

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different categories of customers regarding use of „e-business organization's" viz., a) Flipkart; b) Snapdeal; c) Amazon; d) Uber Cabs; e) Just Tickets; and f) RedBus; respectively.

➢ There is no significant difference in the perceptions of different categories of customers regarding mobile apps.

4.2 Methodology

The study basically considers four categories of e-business retailers namely – a. Rail ticket booking, b. Cab vendors, c. Movie ticketbooking, d. Retail stores. The information was elicited from different sources to find out the total number of retailers under each category operating in the State as on 25th October,2022.

Since, the total numbers of retailers are identified under these four categories, on the guidance of statisticians, it was deemed reasonable to utilize the Cochran Formula to establish the sample size for this research. The following is the Cochran formula with pre-determined population used to arrive the sample size.

$$n = \frac{\left(\dfrac{P[1-P]}{\dfrac{A^2}{Z^2} + \dfrac{P[1-P]}{N}} \right)}{R}$$

Where:

n = sample size required
N = number of people in the population
P = estimated variance in population, as a decimal: (0.5 for 50-50, 0.3 for 70-30)
A = Precision desired, expressed as a decimal (i.e., 0.03, 0.05, 0.1 for 3%, 5%, 10%)
Z = Based on confidence level: 1.96 for 95% confidence, 1.6449 for 90% and 2.5758 for 99%
R = Estimated Response rate, as a decimal

Selection of Customers' sample size:

Identifying the number of customers in the e-marketing sector is not so easy. Anybody who has a smart phone with internet facility is probably a customer at one or other point of time for one or other purpose. Therefore, the customers in e-marketing sector are considered as infinite number. To determine the sample size when the population is infinite the Cochran formula for infinite population which is given hereunder is adopted for determining the sample size of the customers.

The response rate observed from the pilot study is 72%,considering population being infinity, at 99% confidence level with 5% precision and estimated variation in the population assumed 50% (0.5) the sample size obtained from the population is approximately 600. For the sake of convenience, the study area is confined to Krishna and Guntur districts. Though the sample size comes to 600, it was thought appropriate to make the customer sample on par with retailers and hence a total 940

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was covered by spreading equally between two regions. The information elicited from the retailers and customers using the schedules is analyzed by using statistical techniques.

5. Literature Review

Companies now need to actively involve their clients in order to boost sales, as seen by the rise of interactive marketing techniques. Banners, e-mail, sponsorships, keyword searches, referrals, classified ads, slotting fees, and interactive television commercials are all examples of interactive advertising, as defined by the Interactive Advertising Bureau (IAB) (Tan, Li, Kwek, & 2013, p. 90). Additionally, company owners use electronic media for integrated marketing communication, ensuring that brand messages are consistent via both traditional and non-traditional marketing channels, and therefore growing consumer connections. As a result, companies may have one-on-one conversations with their clientele and form meaningful bonds with them (Schultz, 2003, Schibrowsky & Peltier). The ongoing development of software, hardware, and big data enables electronic marketers to analyze the efficacy of certain promotional and organizational goals via the use of measurable indicators in order to achieve successful customer interaction thanks to technological advances. Nowadays, as a result of technology advancements, a large number of businesses gather data from clients every second in order to make more informed choices and gain a competitive edge. For instance, cookies are used by online retailers to keep tabs on customers' online shopping habits so that they may better tailor their marketing campaigns to specific audiences (Idemudia & Jones 2015). To "emphasize the consumer's role in choosing the affects and effectiveness of advertising," e-marketing "encompasses the concepts and strategies used to influence consumers' knowledge, attitudes, and, ultimately, behavior" (Stewart, Pavlou & 2000, p. 62). As making a profit via commercial sales is the end goal, an analysis of consumer interaction that does not include research into consumer intent to buy within the context of e-business cannot be deemed comprehensive. Hence, investors have the information they need to judge the ROI of the company's e-marketing efforts thanks to a qualitative analysis of key performance indicators.

According to Dr. Raffaele Filieri's study on the rise of social media, "online communities and Internet forums are social settings that foster people's social engagement" (Hajli, 2015, p. 184). Via a variety of social interactions on the provided platform, members of an online community help one another (Hajli, 2015). Marketers may leverage on customers' desire for more interactive content due to the customised aspects of social media. The user-generated material is widely available over the Internet (Treleaven & Batrinca 2014). Recent technological advancements have made "affordable content generation, interaction, and interoperability by internet users" possible (Taylor, Okazaki & 2013, p. 56). When used properly, social media marketing may help introduce new products to the market at a low cost and with no effort. Examples of social media include collaborative initiatives such as blogs and Wikipedia, user-generated content communities such as YouTube, social networking sites such as Facebook, computer-based simulated gaming settings such as Ever Quest, and virtual social worlds such as Second Life (Haenlein, Kaplan & 2010).

One additional important metric for e-business performance is return on investment (ROI). system structures, System resources, and leadership buy-in are inputs for ROI. Ratio of

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financial gain to the initial investment is known as return on investment (ROI). Profitability is characterized by an increase in revenue, a decrease in expenditure, a faster cash flow, increased shareholder value, and a higher return on investment (Yuthas & Epstein, 2007, table 1). The benefits of marketing strategy cannot be adequately conveyed by metrics like return on investment or conversion rates. While increasing sales is the end goal of marketing, it is equally important to increase brand awareness and customer trust in the company's brand, even if these improvements do not show up in the numbers right away. Thus, it is crucial to include non-monetary variables to create a more comprehensive picture of the impact. The worth of a brand may be broken down into two categories: (a) the money the brand makes because of things like market share and price premiums, and (b) the goodwill the brand earns from its customers and other stakeholders." (Yuthas, Epstein & 2007, p. 27). Consequently, e-marketing measures should include both financial and nonfinancial rewards. Integrated marketing communication is used by marketing businesses to promote, connect with, and influence customer decision-making. Monitoring the impact of interactive advertising on purchase intentions and the influence of brand awareness on outcomes is how they do this. Relevant brand message aims to directly influence consumer behavior and develop customer connections. Internet advertising methods have "become a highly significant channel for merchants over the last two decades, as a result of the speedier delivery, cheaper costs, and shorter purchase time that it allows" (Wu & Ke, 2015, p. 94). Websites, original content creation, search engine optimization, product evaluations, banner advertisements, emails, viral video campaigns, and mobile, social, and local marketing networks are online promotional channels.

6. **Data Analysis**

H1: There is no significant difference in the perceptions o f different categories of customers regarding use of 'e-business organisations' viz., a) Flipkart; b) Snapdeal; c) Amazon; d) Uber Cabs; e) Just tickets; and f) Red bus; respectively.

Customers' Preferences towards E-Business Organizations:

Customers' attitude is a composite of behavior and intentions towards products and services. A customer is a rational individual who enquires and compares different products and services available across various e-business organizations platforms which caters to his needs. Some business organizations must make their websites user-friendly and detailed information pertaining to every product should be furnished.

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TABLE-1

CUSTOMERS'PREFERENCES TOWARDS

E-BUSINESS ORGANISATIONS

WEBSITE	Highly satisfied	Satisfied	Undecided	Dissatisfied	Highly dissatisfied	Not used	Percent Score
Flipkart	334 (36.3%)	388 (42.2%)	84 (9.1%)	28 (3%)	5 (0.5%)	81 (8.8%)	71.06
Snapdeal	117 (12.7%)	292 (31.7%)	193 (21%)	62 (6.7%)	21 (2.3%)	235 (25.5%)	42.31
Amazon	393 (42.7%)	353 (38.4%)	85 (9.2%)	24 (2.6%)	7 (0.8%)	58 (6.3%)	75.19
Uber cabs	267 (29%)	353 (38.4%)	130 (14.1%)	38 (4.1%)	10 (1.1%)	122 (13.3%)	62.58
Just tickets	320 (34.8%)	365 (39.7%)	102 (11.1%)	10 (1.1%)	18 (2.0%)	105 (11.4%)	67.50
Red bus	309 (33.6%)	298 (32.4%)	108 (11.7%)	20 (2.2%)	12 (1.3%)	173 (18.8%)	59.59

Source: Primary data

From the table, it is evident that more than 60% of the respondents are satisfied with websites like Flipkart (722); Amazon (746); Uber cabs (620); Just tickets (685) and red bus (607). While in case of Snapdeal, considerable respondents (235 i.e., 25.5%) have not used the website. It is observed that people still prefer to buy tickets in the traditional manner instead of using IRCTC website (not decided – 108; total unsatisfied – 32; not used – 173). Website preferences for purchasing goods and services vary from one individual to other and so is the reason for respondents not being able to decide their satisfaction perspective after using a website.

DESCRIPTIVE STATISTICS WITH LEVEL OF SIGINIFICANCE TESTING:

The statistical values presented in table 2 helps in understanding the influence on the perception of e-business organizations.

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TABLE - 2: PERSPECTIVE ON WEBSITES OCCUPATION-WISE

Website	Respondents Occupation	N	Mean	Std. Deviation	F-value	P-Value
Flipkart	Student	302	3.95	1.342	1.169	0.323
	Government Employee	84	3.95	1.405		
	Private Employee	344	3.79	1.481		
	Un-Employed	104	3.65	1.364		
	Self-Employed	86	3.78	1.490		
	Total	920	3.84	1.418		
Snapdeal	Student	302	2.75	1.818	1.373	0.241
	Government Employee	84	2.68	1.844		
	Private Employee	344	2.57	1.833		
	Un-Employed	104	2.66	1.646		
	Self-Employed	86	3.06	1.611		
	Total	920	2.70	1.791		
Amazon	Student	302	4.18	1.145	5.068	0.000*
	Government Employee	84	3.92	1.407		
	Private Employee	344	3.91	1.449		
	Un-	104	3.65	1.320		

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	Employed					
	Self-Employed	86	4.31	0.924		
	Total	920	4.01	1.305		
Uber cabs	Student	302	3.79	1.441	5.138	0.000*
	Government Employee	84	3.38	1.721		
	Private Employee	344	3.27	1.768		
	Un-Employed	104	3.37	1.421		
	Self-Employed	86	3.73	1.401		
	Total	920	3.51	1.606		
Just Tickets	Student	302	3.91	1.366	2.860	0.023*
	Government Employee	84	3.52	1.661		
	Private Employee	344	3.58	1.711		
	Un-Employed	104	3.51	1.435		
	Self-Employed	86	3.85	1.483		
	Total	920	3.70	1.555		
Red Bus	Student	302	3.13	1.932	3.354	0.010*
	Government Employee	84	3.65	1.746		
	Private Employee	344	3.40	1.841		
	Un-Employed	104	3.50	1.577		

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Self-Employed	86	3.81	1.475		
Total	920	3.38	1.814		

Source: Primary data

Table 2 shows the Respondents opinion on e-business organizations. It is evident that the maximum number of the respondent's choosing Flipkart is Private employees (344) and students (302). While students and government employees (mean 3.95) perceived better than other respondents. The F-value of Flipkart is 1.169 with P-value 0.323 which is not significant. So, it is evident that the perceptions of the respondents across the occupations are different regarding Flipkart.

Since the P value is greater than 0.05, the null hypothesis is accepted at the 5% level of statistical significance.

Hence, it is concluded that, there is no significant difference between the attributes 'student, government employee, private employee, un-employed and self-employed' in regarding to e-business organisation –'Flipkart'.

Most respondents choosing Snapdeal are Private employees (344) and students (302). Self-employed (mean 3.06) perceived better than other respondents. The F-value of Snapdeal is 1.373 with P-value 0.241 which is not significant. So, it is evident that the perceptions of the respondents across the occupations are different regarding Snapdeal. Since the P-value is greater than 0.05, the null hypothesis is accepted at a significance level of 5%.

Hence, it is concluded that, there is no significant difference between the attributes 'student, government employee, private employee, un-employed and self-employed' in regarding to e-business organisation – 'Snapdeal'.

It is clear that the maximum respondents choosing Amazon are Private employees and students. Self-employed (mean 4.31) perceived better than other respondents. The F-value of Amazon is 5.068 with P-value 0.000 which is significant. So, it is evident that the perceptions of the respondents across the occupations are different regarding Amazon. The null hypothesis is rejected at a significance level of 5% since the P-value is less than 0.05. Hence, it may be stated that there is a substantial difference between the attributes, 'student, government employee, private employee, un-employed and self-employed' in regarding to e-business organisation– 'Amazon'.

The maximum number of respondents choosing Uber cabs is Private

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employees (344) and students (302). While student (mean 3.791) perceived better than other occupations.

F-value of Uber cabs is 5.138 with P-value 0.000 which is significant. So, it is evident that the perceptions of the respondents across the occupations are different regarding Uber cabs. Since the P-value is less than 0.05, the null hypothesis is rejected at the five percent level of significance. Hence, it may be stated that there is a substantial difference between the attributes, 'student, government employee, private employee, un-employed and self-employed' in regarding to e-business organisation– 'Uber cabs.

In Just tickets student (mean 3.91) perceived better than other occupations. The F-value of Just tickets is 2.860 with P-value 0.023 which is significant. So, it is evident that the perceptions of the respondents across the occupations are different regarding just tickets. As P-value is less than 0.05 the null hypothesis is rejected at 5% level of significance. Hence, it is concluded that, there is significant difference between the attributes 'student, government employee, private employee, un-employed and self-employed' in regarding to e-business organisation 'Just tickets.

H_{02} -There is no significant difference in the perceptions of different categories of customers regarding the use of mobile apps.

TABLE - 3: RESPONDENTS'PERSPECTIVE TOWARDSMOBILE APPS

STATEMENT	SA	A	U	D	SD
Mobile app is preferred more to browser (PC) due to attractive discounts.	325 (35.3%)	435 (47.3%)	122 (13.3%)	32 (3.5%)	6 (0.7%)
Mobile app is more convenient due to constant notifications regarding discounts.	258 (28%)	514 (55.9%)	121 (13.2%)	21 (2.3%)	6 (0.7%)
Mobile app is flexible than browser to shop online as it helps to save time and get smoother and faster check out.	258 (28%)	514 (55.9%)	121 (13.2%)	21 (2.3%)	6 (0.7%)
The transaction process through mobile app is easy as the desktop browser.	37 (4%)	119 (12.9%)	195 (21.2%)	368 (40%)	201 (21.8%)
It is comfortable for ordering (especially making payments) through mobile app.	53 (5.8%)	210 (22.8%)	172 (18.7%)	324 (35.2%)	161 (17.5%)

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Apps occupy more space as the mobile phone has very limited memory.	12 (1.3%)	103 (11.2%)	153 (16.6%)	423 (46%)	229 (24.9%)
App connectivity, payment security, size of the screen, resolution for viewing items like clothing, electronic gadgets, are easy.	14 (1.5%)	108 (11.7%)	183 (19.9%)	386 (42%)	229 (24.9%)
While shopping online using a mobile app is more fun as I can share the shopping experience with friends and family through social networking apps.	256 (27.8%)	437 (47.5%)	162 (17.6%)	60 (6.5%)	5 (0.5%)
Shopping through mobile app is convenient and it is almost similar to desktop option.	219 (23.8%)	464 (50.4%)	161 (17.5%)	65 (7.1%)	11 (1.2%)
Mobile app supports certain features which are not available on PC.	25 (2.7%)	77 (8.4%)	183 (19.9%)	408 (44.3%)	227 (24.7%)

Source: Primary data

The table-3 reveals the customers perceptions towards mobile apps. Regarding opinion of mobile app of customers, 325(35.3%) respondents strongly agree that mobile app is preferred more to web browser due to attractive discounts; 435(47.3%) respondents agree that instead of using a PC, mobile apps are more comfortable to browse and can avail attractive discounts; 122(13.3%) respondents are neutral in their opinion; 32(3.5%) respondents disagree as they ease to use their PC for browsing; 6(0.7%) respondents strongly disagree mobile apps.

Based on the information 258(28%) respondents strongly agree that mobile apps are more convenient; 514(55.9%) agree to mobile apps as they receive instant notifications regarding offers, discounts to different products; 121(13.2%) are neutral in their opinion; 21(2.3%) disagree to notifications as they feel as a disturbance; and 6(0.7%) are against receiving notifications.

The study further revealed that 258(28%) respondents strongly agree to shop through mobile apps; 514(55.9%) agree that shopping through mobile app is flexible and can shop quickly without any time delay; 121(13.2%) are neutral in their opinion; 21(2.3%) disagree to shop through mobile apps; 6(0.7%) respondents strongly disagree as they do not feel convenient to shop through mobile apps. 37(4%) respondents strongly agree to the transaction

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process through mobile apps; 119(12.9%) respondents agree to mobile apps as the transactions through apps are easy and convenient as desktop browser.

It can be seen that53(5.8%) strongly agree that mobile app is comfortable for ordering; 210(22.8%) respondents agree that mobile apps are convenient to order products and services make payments through different payment gateways provided by banks; 172(18.7%) respondents are neutral in their opinion; 324(35.2%) respondents disagree as it is not comfortable to operate mobile app and for ordering products;161(17.5%)

respondents strongly disagree as they are not able to order and make payments through apps.

Further, 12(1.3%)respondents strongly agree that apps occupy more space and have very limited memory and have to free up space; 103(11.2%) respondents agree and feel uncomfortable due to less space in mobile apps; 153(16.6%) respondents are neutral in their opinion;423(46%) respondents disagree to limited memory as it is easy to manage built in backup data; 229(24.9%) respondents strongly disagree as device storage can be maintained using backup tool, Universal serial bus (USB) or device storages.

It is also understood from the table that 14(1.5%) respondents strongly agree toe-commerce apps as they are easy to purchasing products online; 108(11.7%) respondents agree that apps support different interface and adapts to variability, flexibility and screen configurations;183(19.9%) respondents are neutral in their opinion; 386(42%) respondents disagree as there is no clarity in viewing items in apps and are not user friendly;229(24.9%) respondents strongly disagree that viewing the product in apps varies in actual reality.

The attribute elicits that 256(27.8%) respondents strongly agree as shopping is fun and can share the experience with friends and family 437(47.5%) respondents agree and share their shopping experience in the form of comments and messages to near and dear ones;162 (17.6%) respondents are neutral in their opinion; 60(6.5%) respondents disagree as they want to experience the shopping in brick and mortar stores; 5(0.5%) respondents strongly disagree as they do not experience any kind of fun while shopping.

Based on the information 219(23.8%) respondents strongly agree that shopping through mobile app is convenient than PC; 464(50.4%) respondents agree to mobile app as the features are more and

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DESCRIPTIVE STATISTICS WITH SIGINIFICANCE TESTING:

The statistical values presented in table 4 helps in understanding the respondents view on mobile apps.

TABLE - 4: VIEW ON MOBILE APPS OCCUPATION-WISE

Attribute	Respondents Occupation	N	Mean	Std. Deviation	F-value	P-Value
About Mobile Apps	Student	302	38.38	4.864	3.974	0.003*
	Government Employee	84	40.02	5.257		
	Private Employee	344	38.34	5.604		
	Un-Employed	104	37.65	5.451		
	Self-Employed	86	39.89	5.237		
	Total	920	38.57	5.321		

Source: Primary data

Table-4 shows the Respondents opinion on mobile apps. It is evident that government employees (mean 40.02) perceived better than other respondents about mobile apps. F-value of mobile apps is 3.974 with P-value 0.003 which is significant.

So, it is evident that the perceptions of the respondents across the 'occupations' are different in regarding to 'mobile apps. As P-value is less than 0.05 the null hypothesis is rejected at five per cent level of significance.

Hence, it is concluded that, there is significant difference between the attributes 'student, government employee, private employee, un-employed and self-employed' in regarding to 'mobileapps.

It can be seen that 25(2.7%) respondents strongly agree to mobile apps are ease to use; 77(8.4%) respondents agree to shopping through mobile apps due to sophisticated features; 183(19.9%) respondents are neutral in their opinion; 408(44.3%) respondents disagree to mobile appsas they are comfortable and convenient with the desktop features; 227(24.7%) respondents strongly agree to PC as they are user friendly and convenient to use. Both mobiles and desktops equally support all the apps, but mobiles are easy to carry and flexible to use the apps compared to the PC.

7. Practical Implications:

The Internet has improved every aspect of life, including economics and marketing. This research illuminated Internet prospects and difficulties by introducing important online marketing tactics and strategies. The primary

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advantages of the Internet were its uplifting effect, elimination of geographical restrictions, availability 24 hours a day, seven days a week, cost-effectiveness, monitoring capabilities, and personalization. This also examines numerous internet marketing tactics and their promises, with separate authors for each strategy, so that the firm may make judgements based on the most reliable information available. Nevertheless, the application of Internet marketing has a number of disadvantages, including issues of credibility, lack of face-to-face contact, protection and privacy concerns, and a lack of trust. This dual Internet capability cannot be used to its full potential unless it is taken into consideration. A program of internet marketing based on the study's findings must ensure its financial objectives.

8. Conclusion

Businesses who are willing to modify their marketing approaches in order to better serve the requirements of their clients will have an edge over competitors that choose to adhere to ways that have already proven successful. In order for organisations to evaluate the efficacy of their use of electronic marketing, they need to set measurable, specific goals that align with their overall company goals. Because of this, a road map for future investments will be constructed, and the stage will be set for management in line with these measures. It is important to go beyond the point of sale when determining whether or not multi-channel marketing, whether offline or online, was successful. Although there are no generally accepted standards for benchmarking methodologies and evaluating the performance of e-marketing, measures such as conversion rates, click-through rates, and the percentage of customers who are repeat buyers provide managers with insights and an understanding of data that is important to e-marketing return on investment (ROI).

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