

**IMPACT OF E-MARKETING ON CONSUMER BUYING BEHAVIOUR****Ms. L Jenita Florence***Reg. No. 18133151012029**Research Scholar, Department of Commerce,  
S T Hindu College, Nagercoil, Kanyakumari District, Tamilnadu  
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)***Dr R Sivanesan**

Vice Principal &amp;

*Head – PG & Research Department of Commerce,  
St Alphonsa College of Arts & Science,  
Karinkal, Kanyakumari District, Tamilnadu  
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)***DOI: 10.48047/ecb/2023.12.si4.1801****Abstract**

The speedy boom of e-marketing and net is implementing profound impacts on customer conduct and cutting-edge society. This studies seeks to investigate the effect of e-advertising on customer shopping for conduct within side the foremost towns of Kanyakumari District in Tamilnadu . The pervasiveness of e-advertising influences how, where, and while purchasers store on line and impacts the preferences, selections and manner of existence of purchasers. Online buying is the a part of existence fashion of people. Why purchasers buy a few items and now no longer purchases different items is hard to apprehend. It is important to look at the effect of e-advertising on purchasers' e- shopping for conduct. The modern studies has attempted to apprehend the mindset toward e-advertising, look at the effect of demographic elements, what kind of merchandise they purchase and what elements impacts customer shopping for conduct. Sample of 455 respondents of drawn from 5 towns in Kanyakumari District, i.e., Nagercoil, Marthandam, Colachel, Thakalay and Monday market. The facts can be amassed thru questionnaire approach and with the aid of using taking a few direct interviews of respondents. The consequences discovered that purchasers' on line buying conduct is stricken by demographic elements like gender, age, education, profession and income. An try has been made to investigate how different factors affects purchasers' e-buying conduct. It changed into proven with the aid of using the consequences that availability of diverse merchandise on net sites, time saving, cash saving and comfort had been the critical elements which leads purchasers toward on line buying. This study will be an try to study the e-buying conduct of purchasers in 5 foremost towns of Kanyakumari District as it's far obvious that the e-buying quarter has been revolutionized with the e-marketing.

**Keywords:** *Consumers, Attitude, Behaviour, e-marketing, Online Shopping and internet.*

**INTRODUCTION**

Electronic advertising and marketing is the advertising and marketing of products and offerings thru using conversation generation and ultra-modern digital generation this is through Internet. E-marketing and marketing consists of all sports of corporations to advertise, promote, and promote the products and offerings thru net. It consists of direct advertising and marketing strategies and oblique advertising and marketing strategies and makes use of ultra-modern net generation to connect to the clients. With the assist of e advertising and marketing corporations attempts to keep vintage clients and groups and attempts to get new clients and develops corporations' goodwill and identity. Electronic

advertising and marketing is normally stated the rules and ultra-modern strategies which makes use of diverse approaches to method the capacity consumers. E-advertising and marketing is likewise referred to as and called virtual advertising and marketing, net advertising and marketing, on line advertising and marketing or on line shopping. Internet is the medium of advertising and marketing and doing commercial enterprise. Number of net customers is growing in India and Tamilnadu rapidly. These tens of thousands and thousands clients makes use of net day by day thru computers, laptops, cellular telephones and tablets. Every employer wishes nowadays to undertake the ultra-modern generation of net for commercial enterprise purposes. The net is the maximum crucial and preferred ultra-modern generation that could permit the corporations to attain to the clients. What sort of items they need to promote and what's their rules and version for supplying services and products to consumers? How can they fulfil consumers' alternatives and wishes through their items and offerings? All those and different questions may be replied through the usage of the net generation. Consumer shopping for conduct is the look at of men and women man or woman why they need items and offerings. The look at of why of customer and look at of what customer wishes. What items he selects, what are his alternatives approximately items and offerings, what he chooses and what he ultimately purchases for his consumption, are crucial questions whilst we need to look at the net customer shopping for conduct. Study of customer conduct allows within side the expertise of men and women or people how they make selections approximately their wishes and needs. The look at of customer shopping for conduct is associated with the shopping for of products and offerings, pre buy selection and put up buy selections and this in flip allows to entrepreneurs to apprehend conduct. Understanding the shopping for behaviour is the principle assignment for entrepreneurs. Marketers attempt to make their techniques after the entire understanding of customer conduct.

### LITERATURE REVIEW

Anneke Van Aswegen (2015) in her study "Gender distinction in buy choice tested the variations among shopping styles of fellows and girls. She cautioned that gender impacts shopping for choices of consumers. Male and woman purchasing relies upon on exceptional reasons, perspectives, rationales and issues are encouraged through utilitarian elements and motive primarily based totally shopping for. Utilitarian manner to get something reasons are hedonistic and emotional. Hedonistic purchasing manner girls love purchasing. It is stated that guys buy and girls shops. Men like manufacturers and girls like desirable services. Men usually want to buy on cellular telephones and girls want to buy on computer systems or laptops. Women purchase greater than guys on on-line /internet. Women understand better dangers with inside the on-line shopping. She says that character attitudes play essential function with inside the on-line purchasing"

Chatarjee and Ghosal, (2014) in their "Today on-line purchasing has multiplied broadly with the boom of utilization of net and generation. The net is being advanced swiftly because final many years and with applicable virtual financial system this is pushed through records generation additionally being advanced worldwide. We can propose that there may be a want to offer on-line purchasing services".

Kuester and sabine (2012) in his study says that "Behaviour is the examine of individuals, groups, or companies and the tactics they use to select, secure, use, and do away with products, services, experiences, or thoughts to fulfill their wishes and wants. It is likewise worried with the social and financial affects that buying and intake behaviour has on each the client and wider services".

### RESEARCH OBJECTIVES

The objectives of this research were as follows:

1. To study the attitude towards online shopping.

2. To study the main factors that affects the consumer buying behavior when making online purchasing in major Cities of Kanyakumari District.

3. To analyze the type of products & services the consumers shop online.

### RESEARCH METHOD

A study on impact of e-marketing on consumer buying behaviour in Kanyakumari District, i.e., Nagercoil, Marthandam, Colachel, Thakalay and Monday market was proposed in this research. It is a descriptive research. Descriptive research refers to research that provides an accurate portrayal of characteristics of a particular individual, consumer, situation or group. It describes attitudes and behavior of consumers towards the e-marketing. This research deals with impact of e-marketing on buying behavior of consumers and impact of various factors on consumers and online shopping. The e-marketing is very popular these days in the major cities of Kanyakumari Districts in Tamilnadu. Online shopping in the major cities is being adopted by the customers.

Sample was selected from business professionals, students & other educated people of above cities only. Researchers apply Stratified sampling i.e. population was divided into strata s according to age, income, education, & occupation etc. A total of 500 respondents were selected for answers of the questionnaire and 100 respondents were taken from each five cities for study. But on 445 respondents replied or filled the questionnaire. 90 respondents replied are from Nagercoil, 85 from Marthandam, 90 from Thakalay, 95 from Mondaymarket and 85 from Cholachal cities.

### DATA ANALYSIS AND INTERPRETATION

The evaluation and interpretation statistics amassed in correspondence to the studies variables. Analysis of data is the technique of breaking apart the have a look at into its constituent elements of classes in line with the particular questions under the assertion of the problem. Interpretation of data method the project of drawing conclusions and project of explaining their importance after a cautious evaluation of data. The following evaluation examines the effect of demographic elements on patron conduct closer to on line purchasing over the internet.

**Table 1 : Demographic Profile**

Variable	Particulars	Number of Respondent	Percentage
<b>Gender</b>	Male	205	46
	Female	240	54
<b>Total</b>		<b>445</b>	<b>100</b>
<b>Age</b>	Below 25 Years	142	32
	25 – 35 Years	183	41
	Above 35 Years	120	27
<b>Total</b>		<b>445</b>	<b>100</b>
<b>Education</b>	School	085	19
	Graduate	196	44
	PG/Professional	164	37
<b>Total</b>		<b>445</b>	<b>100</b>
<b>Income</b>	Below Rs. 20000	280	63
	Rs.20000 to Rs.40000	118	27
	Above Rs.40000	047	10
<b>Total</b>		<b>445</b>	<b>100</b>

Source: Primary data

It is clear from the Table 1, female respondents are 240 (54 percent) and male respondents are 205 (46 percent).

183 respondents (41 percent) are lies in the age group of 25 – 35 years, 142 respondents (32 percent) are lies in the age group of below 25 years and 120 respondents (27 percent) are lies in the age group of above 35 years.

196 respondents (44 percent) have qualified with Under Graduate degree, 164 respondents (37 percent) have qualified with Post Graduate/Professional degree and only 85 respondents (19 percent) have qualified with school level education.

280 respondents (63 percent) earned below Rs.20000, 118 respondents (27 percent) earned Rs.20000 to Rs.40000, and 47 respondents (10 percent) earned above Rs.40000.

### Research Hypothesis

H1. There is no significant difference in consumer behavior towards online shopping due to gender

H2. There is no significant difference in consumer behavior towards online shopping due to age.

H3. There is no significant difference in consumer behavior towards online shopping due to education.

H4. There is no significant difference in consumer behavior towards online shopping due to income.

The following analysis examines the impact of demographic factors on consumer behavior towards online shopping over the internet. Demographic factors gender, age, education and income were analyzed in this study. Various aspects of consumer buying behavior through online shopping were studied in the survey. The researchers applied the chi-square test to analyse the hypothesis. The aim of this study was to know the impact of e-marketing on consumer buying behavior in major cities of Kanyakumari District of Tamil Nadu.

**Table 2: Online Shopping Behaviour**

Variable	SA	A	N	DA	SDA	Tot Weight	Mean	Rank
Do you think online shopping is convenient?	105 (525)	118 (472)	85 (255)	65 (130)	72 (72)	1454	3.267	II
Do you think there is money saving in online shopping?	095 (475)	98 (392)	105 (315)	92 (184)	55 (55)	1366	3.069	IV
Do you think there is time saving in online shopping?	128 (640)	135 (540)	79 (237)	85 (170)	18 (18)	1605	3.606	I
Do you think there is security and privacy in online shopping?	85 (425)	75 (300)	105 (315)	108 (216)	72 (72)	1328	2.984	V
Do you think you get standard quality products through online shopping?	75 (375)	85 (340)	145 (435)	95 (190)	45 (45)	1385	3.112	III

Source: Primary data

It is clear from Table 2, first rank obtained by online shopping save customers time (mean score 3.606, total weight 1605) second rank obtained by online shopping is the most convenient comparing to other mode of shopping (mean score 3.267, total weight 1454), third rank obtained by through online shopping customers are get quality products (mean score 3.112, total weight 1385), fourth rank shows online shopping don't give much more price

advantage (mean score 3.069, total weight 1366) and last rank shows the security and privacy in online shopping is low (mean score 2.984, total score 1328).

**Table 3: Chi Square Analysis – Demographic Profile and Online Shopping behaviour**

Variables	DF	Chi Square Value	Table Value	Result
There is no significant difference in consumer behavior towards online shopping due to gender	2	14.983	5.99	<i>Rejected</i>
There is no significant difference in consumer behavior towards online shopping due to age.	4	19.401	9.49	<i>Rejected</i>
There is no significant difference in consumer behavior towards online shopping due to education.	4	18.259	9.49	<i>Rejected</i>
There is no significant difference in consumer behavior towards online shopping due to income.	4	15.285	9.49	<i>Rejected</i>

Source: Calculated value

It is clear from the above table, the null hypothesis there is no significance difference between consumer behaviour towards online shopping and gender is rejected, because calculated value is (14.983) higher than the table value (5.99). Hence there is the significant difference between the online shopping behaviour and gender. So gender is influencing the online shopping.

The null hypothesis there is no significance difference between consumer behaviour towards online shopping and age is rejected, because calculated value is (19.401) higher than the table value (9.49). Hence there is the significant difference between the online shopping behaviour and age. So age is influencing the online shopping.

The null hypothesis there is no significance difference between consumer behaviour towards online shopping and education is rejected, because calculated value is (18.259) higher than the table value (9.49). Hence there is the significant difference between the online shopping behaviour and education. So education is influencing the online shopping.

The null hypothesis there is no significance difference between consumer behaviour towards online shopping and income is rejected, because calculated value is (15.285) higher than the table value (9.49). Hence there is the significant difference between the online shopping behaviour and income. So income is influencing the online shopping.

### **FINDINGS OF THE STUDY**

The objective of this study was to study and analyze the impact of e-marketing on consumer buying behavior. Major findings of the study and their implications are as follows:

Age, Education, Gender and financial gain influencing shopper behaviour whereas they purchase the merchandise through on-line. It suggests that it shows that gain of shoppers has clear impact on their on-line wanting attitudes. Results of the study illustrate that higher income groups are further probably to shop for online merchandise than the lower income teams. it' probably due to their risk and security problems regarding online shopping. Young age group respondents (upto thirty 5 Years) uses internet mostly. the essential reason for young age groups victimization net was that this may be the age of technology, shoppers like technology and every firm associated workplace uses net for all functions and communications. Higher financial gain shoppers have little time to travel to the market, and face crowds to buy for merchandise from traditional shops. Therefore, they wish to buy on-line looking. Respondents feel that on-line looking was convenient as a results of it' simple to

shop for online, convenience of varied merchandise and services, buy anytime from anywhere and there' time saving in it. Overall respondents have a positive perspective towards online shopping is convenient. Shoppers feel that online shopping is convenient as compared to the traditional shopping. On-line shopping saves not an excessive quantity. It completely was due the respondents feeling that they were saving money when they were looking on-line as compare to ancient looking. Overall respondents have a positive perspective towards on-line looking is of cash saving. Respondents feel that online shopping saves time as a results of online shopping is easy, it' no transportation prices, no transportation prices for cars, scooter/ motorcycles, no ought to be compelled to go to huddled shops, shop from home, convenience of product variety, every client is conscious of internet operations and net penetration is rising in cities of Kanyakumari District. Overall respondents have a positive angle towards on-line looking regarding time saving. Respondents are concerned concerning the security of transactions and privacy of their personal details in online transactions. They totally disagree on the safety and privacy of on-line looking transactions. it' found by specialists like. Respondents were involved concerning the quality of merchandise in online transactions. Many respondents utterly disagree on issue the standard of merchandise in online shopping transactions. It's found by specialists in numerous studies that companies don't appear to take care about the quality of products and services.

### **MANAGERIAL IMPLICATIONS**

This study provides an important foundation for studying the online shopping behavior of consumers in the Kanyakumari District that will help e-marketers and researchers understand how consumers buy products online. online, what products do you buy, what are your preferences? It has also been found to influence the behavior of the online shopping for consumers as demographic factors. E-marketers can use the research to redesign their e-marketing strategies. This study is one of the most important studies of online shopping in the context of the cities of the Kanyakumari district of Tamilnadu, as it included consumers of different origins from five cities. from the Kanyakumari district. (different groups from different educational groups, income groups, gender, age groups, etc.). This research covers the convenience sample of people from the main cities of the Kanyakumari district. These samples represent the entire population of Tamilnadu. is that e-marketers need to target their products to educated, younger, higher-income customers. The results of the study suggest that online businesses should ensure the security of consumers' personal data, privacy concerns and financial transactions. The online shopping experience should be positive for consumers so that consumers can continue to buy products online in the future. Determine consumer buying behavior when shopping online as different consumers have different needs and goals in different situations.

### **CONCLUSION**

E-marketing has become an integral a part of trendy marketing. The results of this study shows that buyers of Tamilnadu have enough information and skills in exploitation the computer; they're internet savvy and are using internet services for on-line looking. The results prove that the respondents have perceived online shopping in a very positive manner. This clearly justifies the expansion of online shopping in Tamilnadu and India. However, the frequency of online shopping is comparatively less in Tamilnadu. Supported review and analysis of those results and findings, it's clear that the web is enjoying a additional and more important role within the field of marketing. This study examined the attainable variations among client sub teams in terms of gender, age, education, and financial gain. The analysis shows that there have been no important differences in consumer perspectives because of these demographic variables, with the exception of income. The study all over that the upper the income brackets of shoppers, the additional favourable the attitude towards on-line

looking. Result showed that income of consumers has clear impact on their online shopping attitudes. Analysis of knowledge and results discovered that online shopping is convenient, time and cash saving for consumers. Largely consumers of major cities of Tamilnadu have an interest in getting mobile phones through net / on-line looking. The problem of security and privacy of online transactions looks to be a significant concern to consumers. It absolutely was evident that this explicit issue seems to be a major issue that restricts the disposition to create a far better use of online shopping in Kanyakumari District of Tamil Nadu.

### References

1. Ashish Marketing Management (JMM), 2(2), pp 29-56.
2. Arun Thamizhvanan and Business Research, Vol. 5 Issue: 1, pp.17 32
3. Dr.Abhaya Upadhayay, Dr. A.K. Tiwari and Pushpendra Kumar Rawat "Significant success factors of e-commerce, exterior factors proceeding to situation of corporate computer science and software engineering (IJARCSSE),Vol.-3,Issue-7.
4. Abu Bashar, Irshad Ahmad and Mohammad Wasiq study of influence of demographic factors on consumer impulse buying Journal of Management Research, Vol. 13, No. 3, July September 2013, pp. 145 154.
5. Anneke Van Aswegen vs. men- gender difference in purchase decision [www.guided-selling.org/women-vs-men-genderdifferences-in-purchase-decision-making](http://www.guided-selling.org/women-vs-men-genderdifferences-in-purchase-decision-making).
6. Kuester and Sabine ( affecting online search intention and online purchase ), Volume 10, Number 2 (December 2012).
7. Patricia M. Shields and Nandini Rangrajan (2013), A Playbook for Research Methods: Integrating Conceptual Frameworks and Project Management, Edition: 1, Publisher: New Forums Press, ISBN: 10: 1-58107-247- 3./2013.USA.