

**CONSUMER PREFERENCE FOR
E-MARKETING IN BANGALORE CITY**

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BANGALORE - 560 065**

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*Project Report submitted to the
University of Agricultural Sciences, Bangalore
in partial fulfillment of the requirements
for the award of the degree of*

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(Agribusiness Management)

BANGALORE

AUGUST, 2012



***Affectionately dedicated to my
Beloved Parents and my Guide***

Neel

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CERTIFICATE

This is to certify that the Project report entitled, “**CONSUMER PREFERENCE FOR E-MARKETING IN BANGALORE CITY**” submitted by **Ms. NEELAMMA R. KOLAGERI, ID No. MBAL 0015** in partial fulfillment of the requirement for the degree of **MASTER BUSINESS ADMINISTRATION (AGRIBUSINESS MANAGEMENT)** to University of Agricultural Sciences, Bangalore, is a record bonafide research work done by her during the period of her study in this University under my guidance and supervision and the Project Report has not previously formed the basis for the award of any degree, diploma, associateship, fellowship or other similar titles.

Bangalore
August, 2012

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It is my pleasure to glance back and recall the path one travelled during the day of hard work and perseverance. This project report is the result of two years of work whereby I have been accompanied, supported and guided by many people. It is my heart's turn to expresses my deepest sense of gratitude to all of those who directly and indirectly helped me in this endeavour.

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Bangalore

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Neelamma R. Kolageri

Consumer Preference for E-marketing in Bangalore City.

Abstract

The study was conducted to know the consumer perception about e-marketing in Bangalore city. The major objectives of the study were to analyse the factors influencing consumer perception about e-marketing and analysis of constraints of e-marketing. Primary data was collected randomly from consumers through pre-tested structured schedule. E-marketing is broad term which has eight formats. Many of the companies adopted different formats of e-marketing. Most of the consumers preferred to shop through e-marketing service because of its easy transaction, cost effectiveness, discounts on products, multiple choices for a single product, door delivery, quick responding service and security on debit and credit card accounts. Eighty five per cent of the consumers have fair perception about e-marketing service. With regard to constraints in e-marketing service internet connection problem, power problem, customer query, delay in delivery, wrong product delivery were the major constraints documented. Flipkart.com, snapdeal.com and amazon.com are the major rated websites among e-marketing using consumers. Fifty seven per cent of consumers accepted cash on delivery mode of payment for the transaction. It is found that apart from e-shopping other e-marketing services like e-ticket booking, e-banking, phone recharging and money transfer are also used by the consumers. Majority of the consumers opined that for internet fraud cases they approach consumer court. Practical utility is that for the present project study only four category of products are taken as all categories of products are transacted through the internet. Internet service even after having past decade history e-shopping service is still in its infancy stage. hence there is an ample opportunity to take the study with other category of products.

Neelamma R. Kolageri
Signature of the Student

Dr. G. N. Nagaraja
Signature of the Major Advisor

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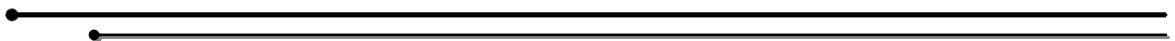
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Introduction



CHAPTER I

INTRODUCTION

The 21st century begins to unfold, globalization and has become more than just another piece of fancy jargon of the business lexicon. In fact, globalization in the sense of firms from all over the world interacting and dealing with each other is expected to be the normal state of affairs for the majority of businesses.

The internet is being developed rapidly since last two decades, and with relevant digital economy that is driven by information technology also being developed worldwide. After a long term development of internet, which rapidly increased web users and high speed internet connection and some new technology also have been developed and used for web developing, those lead to firms can promote and enhance images of product and services through web site. Therefore, detailed product information and improved service attracts more and more people changed their consumer behaviour from the traditional mode to more rely on the internet shopping. As growth of internet is dramatically changing everyday life, with the World Wide Web (WWW) transforming the world into a digital global village. Customers and users have become **netizens**, who expects everything to happen at the click of the mouse. Over the last few centuries, human beings have experienced two major revolutions - the industrial and the electronic. The former transformed our society from agriculture to industry based, whereas, the latter transformed our society from being mechanical to electronics based. As we enter the 21st century, we are seeing the beginning of a new revolution, namely the network revolution. It interconnects different parts of the world enabling the seamless flow of information.

The World Wide Web has provided a great vehicle for marketing for many companies. More and more, businesses are taking advantage of web's speed, efficiency and cost effectiveness to deliver return on investment from advertising and promotional campaigns not available to traditional media. E-marketing is becoming a familiar among all industries whether it is a multinational company or small and medium industries. Everyone wants to utilize e-marketing technique to enhance their performance. When the e-marketing concept comes into discussion many have confusion how this entire process works and from where this e-marketing comes from and what are its features. E-marketing is a process which does not work on its own it resides inside another process and in other words it is a sub set of the process called electronic commerce (McCole and Ramsey 2004). The basics of marketing remain the same creating a strategy to deliver the right product /message to the right people. What has changed is the number of options you have. There are many different ways in which we can define electronic marketing but in simple ways e-marketing is a combination of both internet and communication which provides customer with secure online transaction. More companies have realized that the consumer behaviour transformation is unavoidable trend and thus, change their marketing strategy. As the recent researches have indicated that the internet shopping particularly in business to consumer (B2C) has risen and online shopping become more popular to many people

Damien Mulley the great communication trainer says "Marketing has changed. Traditional advertising does not work, brochure-like websites do not work and the web has given people ultimate freedom of choice and of goods. When there are no monopolies and constrictions, interrupting people's lives is not effective marketing anymore. And Cluetrain Manifesto says "There are no secrets. The networked market

knows more than companies do about their own products. And whether the news is good or bad, they tell everyone.”

Today the buzz words are “multi channel integration” yet only 6 per cent of businesses are taking advantage of all of the channels available to them. The four main channels today are retail, e-commerce, mail order / telephone order and market places like BT trade space, ebay etc. E-marketing gives lots of new ways to reach your customers, many of them cheaper and effective than traditional channels.

Electronic marketing a channel which you can communicate with customers and do marketing in digital technology (McCole and Ramsey 2004). Comparing to traditional marketing technique electronic marketing provides a real time communication between customers and companies through an interactive online website. This gives a cutting edge for a firm in creating a customer relationship management and a long term supply chain management (Gilmore and Gallagher, 2007).

Many companies using electronic marketing doesn't really understand what is actually mean by e-business, e-commerce and e-marketing and how it can be defines. E-business is an interactive digital technology which is used to administrate and control the online business of a firm (Gilmore and Gallagher, 2007). The term electronic business is generally referred with electronic commerce and electronic marketing.

There was a general feeling that small and medium business enterprises can never compete with big business in their marketing strategy and resource as they are capable of spending more money on marketing which is very tough for small and medium enterprise as they are not in a position to spend even half of the money which big business has spent. This created a gap between big business and small and medium enterprises and it gave an impression that big business can only

reach to global customers and small and medium business can attract only local and regional customers (Carson *et al.*, 1995). There were certain factors which validated this claim and many big industries felt that only another big industry can be their competitor and not the small and medium industries.

1.1 History of E-Marketing

Marketing is a very wide term which apart from sale and purchase of goods and services includes all those activities which are related with sale and purchase. Marketing is a means of trading. Since the day when human first started trading whenever it was that they first traded, marketing was there. Marketing was the stories they used to convince other human to trade. Humans have come a long way since then and marketing has too. E-marketing is the process of marketing a brand using the internet. It includes both direct response marketing and internet marketing elements and uses a range of technology to help connect businesses to their customers. But, the methods of marketing have changed, improved and we have become a lot more efficient at telling our stories and getting our marketing message out there. With the induction of internet, communication among people has become very fast and easy. E-marketing has made it necessary for every type of organization, be of small or big, to change their ways of transacting business. E-marketing is the product of the blend of modern communication technology and the age old marketing principles that humans have always applied. Very simple to put, e-marketing or electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet. The terms e-marketing Internet Marketing and online marketing are frequently interchanged and can often be considered synonymous.

E-marketing concept has entirely changed after the arrival of internet, industries were slowly using internet for their day to day business and it became an integral part of an industry. Internet made the big business and the small and medium business see through a single window and was able to reach almost every person on this planet. The arrival of internet in the end of 80's gave way to the creation of many technology which was embraced by industries. One of the techniques which internet has provided to the industry is electronic business. It is a process in which an industry conducts business online. The arrival of this technology changed entirely the geographic position of both big industries and small and medium industries. Electronic business provides two different platforms which are electronic commerce and electronic marketing.

These two platforms kept both big industries and the small and medium industries in the same category while marketing their product online. The concept e-marketing has given small and medium business cutting edge than that for big business. As far as big businesses are concerned it is another marketing technique which will be used to market their product all across the world. But for small and medium industries it created a rare opportunity that it never thought about it. Electronic marketing gave SMEs to compete with big industries in marketing their product across the world. Electronic marketing is a surprise gift for small business enterprises to engage with big business and to compete with them equally on all fronts. What electronic marketing has done is that it made every business competitive and gave chance to everyone in the global market (Carson *et al.*, 1995). This technology has transformed almost every local and regional business into a global business. It is becoming obvious that every new business is built with an electronic business concept.

Spending on Internet advertising in 1996 totaled \$301 million in the U.S. While significant compared to the zero dollars spent in 1994, the figure paled in comparison to the \$175 billion spent on traditional advertising as a whole that year. As the number of Internet surfers continued to rise, however, interest in the Internet as a mass-media vehicle increased. Online advertising grew to an industry worth nearly \$1 billion in 1997. The Internet became increasingly popular in the late 1990s, and the viability of the Internet as a marketing medium emerged as more than mere speculation. Millions of surfers logged on to the Web each day, and many businesses were determined to reach this new audience. Web sites emerged for companies in nearly every industry, ranging from household cleaning products and cosmetics to electronics and automobiles. At the same time, many firms realized that simply creating a Web site wasn't enough to create a solid Internet presence; they also needed to drive traffic either to their sites or to their specific advertisements.

For example, drug company Bristol-Myers Squibb Co. launched an Internet marketing campaign designed to build brand awareness for Excedrin. For 30 days during the 1997 tax season, the firm proclaimed Excedrin to be the "tax headache medicine" on a variety of financial Web sites. To entice surfers to click on the advertisement, Bristol-Myers offered a free sample of Excedrin to anyone who entered their name and address. According to *Business Week* writer Linda Himelstein, "The response was as good as any elixir. In just one month, Bristol-Myers added 30,000 new names to its customer list—some 1,000 per day and triple the company's best-case scenario. What's more, the cost of obtaining those names was only half that of traditional marketing methods."

Many traditional firms began incorporating the Internet into their existing marketing plans. Even technology industry giants like IBM Corp. and Microsoft Corp. began dumping millions of dollars into Internet marketing efforts. Many smaller firms, including Internet upstarts, turned to highly trafficked sites like Internet portal Yahoo!, paying for advertisements such as banner bars. In fact, Yahoo! was one of the few Internet-based firms actually able to earn a profit from online advertising. By developing technology that allowed it to track a visitor's online activity and control what banner bars and button ads that visitor saw, Yahoo! was able to target its messages in a manner never before seen by the marketing industry. Yahoo! could also monitor the number of hits each advertisement received as a means of evaluating an advertisement's effectiveness. This innovative technology, coupled with the site's intense traffic levels, attracted dot.com upstarts hoping to reach as many Internet users as possible.

1.2 Difference between E-Business, E-Commerce and E-Marketing

E-marketing is a subset of e-business that utilises electronic medium to perform marketing activities and achieve desired marketing objectives for an organisation. Internet marketing, Interactive marketing and Mobile marketing are all a form of e-marketing.

E-Business is a very broad entity dealing with the entire complex system that comprises a business that uses electronic medium to perform or assist its overall or specialized business activities.

E-Commerce is best described in a transactional context. For example an electronic transaction of funds, information or entertainment falls under the category handled by principles of E-Commerce. Technically E-Commerce is a part of E-Business.

E-Marketing is also a part of E-Business that involves electronic medium to achieve marketing objectives. E-Marketing is set on a strategic level in addition to traditional marketing and business strategy.



Source: Eid (Eid & El-Gohary, 2011)

<http://NarimanHB.com>

Fig. 1: Differences in E-Business, E-commerce and E-marketing.

1.3 Definition of E-marketing

E-marketing, often referred to as “online marketing” or “Internet marketing”.

E-marketing means using digital technologies to help promote and sell your goods or services. It is not just about selling goods over the web. These technologies, like e-mail and websites are a valuable complement to traditional marketing methods whatever the size of your company or your business model.”

“E-Marketing stands for ‘electronic marketing’. In contrast to traditional marketing, E-Marketing takes marketing techniques and concepts, and applies them through the electronic medium of the internet. Essentially, E-marketing threads the technical and graphical aspects of online tools together, allowing for design, advertising, brand development, promotion and sales.”

Another meaning says “Achieving marketing objectives through use of electronic communications technology.”

(<http://www.bordbiavantage.ie/marketingbusiness/place/emarketing/Pages/default.aspx>)

1.4 E-Marketing versus Traditional marketing

E-Marketing	Traditional Marketing
E-marketing is very economical and fast way to promote product.	Traditional marketing is very expensive and takes more time to promote product.
E-marketing is very useful for Promoting product globally [without any additional cost].	It is very expensive and time consuming process for traditional marketing.
E-marketing, work with less employ [take more work with less manpower].	Traditional marketing, need more employment with more man power which in terms requires spending more money.
In online business one can sell or buy product 24 X 7, round the year without employing any person.	That is not possible in traditional marketing.
Paying professional and experienced e-Marketing company is very economical.	Paying renowned advertising and marketing company is very costly.

1.5 Benefits of e-marketing

E-marketing gives businesses of any size access to the mass market at an affordable price and unlike TV or print advertising, it allows truly personalised marketing. Specific benefits of e-marketing include:

- **Global reach** - a website allows finding new markets and trading globally for only a small investment.

- **Lower cost** - a properly planned and effectively targeted e-marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- **Trackable, measurable results** - web analytics and other online metric tools make it easier to establish an effective campaign. One can obtain detailed information about how customers use website or respond to advertising.
- **Personalisation** - if customer database is linked to a website, then whenever someone visits the site, one can greet them with targeted offers. The more they buy, the more one can refine customer's profile and market effectively to the customer.
- **Openness** - by having a social media presence and managing it carefully, one can build customer loyalty and create a reputation for being easy to engage with them. Guidelines will be given on online about business networking and social networking.
- **Social currency** - e-marketing creates engaging campaigns using different types of rich media. On the internet these campaigns can gain social currency - being passed from user to user and becoming viral.
- **Improved conversion rates** - if one has a website, then the customers are only ever a few clicks away from completing a purchase. Unlike other media which require people to get up and make a phone call, or go to a shop, e-marketing can be seamless and immediate.

1.6 Limitations of E-Marketing

However, from the buyer's perspective, the inability of shoppers to touch, to smell, to taste, and "to try on" tangible goods before making an

online purchase can be limiting. Other factors like dependability on technology, Security, privacy issues, maintenance costs due to a constantly evolving environment, higher transparency of pricing and increased price competition, worldwide competition through globalisation also contributes to the limitations of e-marketing. However, there is an industry standard for e-marketing vendors to reassure customers by having liberal return policies as well as providing in-store pick-up services.

1.7 Status of E-Marketing in India

Although, India has come out of infancy stage of e-marketing and progressing rapidly but still it is far behind the developed countries like U.S.A, Canada and U.K. There are several factors which have impacts on status of e-marketing in India. Majority of the Indian population resides in villages where the literacy level is low and the infrastructure required for e-marketing is inadequate. The instances of cyber crimes are growing at increasing rate in the field of e-marketing. In the absence of adequate legal protection, people hesitate to indulge in online marketing. The cultural scenario of India is entirely different from those countries where e-marketing has become common practice. India is multi lingual and multi cultural country. Around two dozen languages are spoken in India. The multi lingual characteristic of India hinders the growth of e-marketing. High initial investment in setting of infrastructures of e-marketing also counts towards the progress of e-marketing.

As Internet marketing today has become an integral part of people's lives. When internet was first introduced not a single business house recognized the huge potential it had in store as a marketing tool. As early as 1993 it was just a tool used for e-mailing and data transfer. The best of the business units had declared it unfit for marketing purposes. Then in 1995 Netscape the ISP went public and bought the

online world into prominence by exploring its commercial potential. The wide reach, cost effectiveness, capabilities to measure the spending and easy accessibility made internet as the most feasible marketing tool.

The flood-gates opened after that:

Spending on Internet advertising in 1996 totalled \$301(Rs. 1, 50,500 crores) million in the U.S. While significant compared to the zero dollars spent in 1994, the figure paled in comparison to the \$175 billion (Rs. 87,500 crores) spent on traditional advertising as a whole that year. Online advertising grew to an industry worth nearly \$1 billion (Rs. 500 crores) in 1997.

In India, as reported by PWC, advertising industry recorded a growth of 22 per cent over 2006 and thus, contributed an estimated Rs. 196 billion in 2007 as compared with Rs. 161 billion in 2006. In the years 2004-2007, the advertising industry recorded a cumulative growth of 20 per cent on an overall basis. Though, different segments of the industry grew at different rates, the highest growth was recorded by the smallest segment in the industry- online advertising. This segment grew by 69 percent from the previous year, albeit from a low base of Rs. 1.6 billion in 2006 to Rs. 2.7 billion in 2007. Its share in the overall advertising pie grew to 1.4 per cent in 2007, up from 1.0 per cent in 2006. In the last four years 2004-2007, the segment recorded a cumulative growth of 65 per cent on an overall basis.

As broadband penetration increase in the Indian homes and also the mobile devices become more internet friendly, web publishing companies would develop more content on the internet. This would make online advertising more relevant, more creative and more informative.

The success of e-marketing service depends on the proper adoption of modern technology, organisational flexibility services expansion systems integration and enhanced customer service along with these many factors can make e-marketing service as familiar service channel of marketing.

With this background, the present study was conducted in Bangalore city of Karnataka state with the following specific objectives.

1. To assess the different formats in e-marketing and major players under each format,
2. To analyze the factors which influence the consumer preference for e-marketing and
3. To analyze the constraints of e-marketing

Based on the above objectives, the following hypotheses were formulated.

1. Changing buying behaviour of e-marketing consumers.
2. Constraints are negligible in e-marketing.

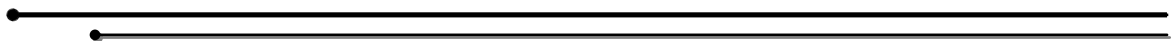
1.8 Scope of the study

The project study would attempt to assess the consumer preference for e-marketing in Bangalore city. This study provides an overview about e-marketing service usage among the citizens of Silicon city and it provides valuable information to many traders and consumers to transact through internet media. The result of this study pertaining to the constraints would help to make appropriate remedial measures by consumers and traders.

1.9 Limitations of the study

1. One of the main limitations of this research is size of the samples is limited which may have an effect on the strength of conclusions that can be drawn. The findings can be taken only as indicative results that should be compared and confirmed with a study of bigger sample size to get better accuracy.
2. The study is based on the primary data collected by personal interview method in respect for consumer perception for e-marketing. In respect of formats and major players under e-marketing formats, the required information was gathered from secondary sources. The study is restricted to Bangalore city.

Review of Literature



CHAPTER II

REVIEW OF LITERATURE

An acquaintance with related literature of past studies is a must for sound research methodology. In this chapter, an attempt is made critically to review the work done by other researches related to the topic of investigation. The study regarding consumer preference for e-marketing, e-marketing formats and major players under each format and constraints faced by e-marketing consumers have been reviewed and presented below by keeping objectives of the study in mind.

2.1 Demographic characters

2.2 Formats of marketing

2.3 Factor influencing the consumer preference for e-marketing

2.4 Constraints in E-marketing

2.1 Demographic characters

Lundquist (1996) studied mode of payments on web. They found that there are a number of commercial electronic payment systems developed to meet these requirements, such as first virtual, cybercash, mondex, netbill, netcheque and digicash.

Choudhury and Konsynski (1998) stated that Web-based procurement systems also create electronic links between suppliers and buyers, as does electronic data interchange does.

Cho and Park (2001) have identified variety of products as one of the seven key dimensions that influence internet shopper satisfaction.

Page and Lepkowska-White (2002) have pointed out that a suitable selection of products/services is one of the important ingredients for developing consumer value in online companies.

Zeithaml *et al.* (2002) studied that several quality dimensions related to online systems like ease of navigation, flexibility, efficiency, site aesthetics, and security influence the purchasing power of customer.

Eroglu and Davis (2003) observed the growth in home shopping and new technological trends are opening the doors to electronic marketing and promise new ways of influencing and serving consumers. Practically all products/services can be purchased quickly, conveniently and from home through e-shopping. In general, the different types of home shopping are growing as forecast, although, some such as postal or catalogue sales remain stagnant and are even falling and others such as cable television, Internet and mobile shopping are growing faster than forecast.

Gefen *et al.* (2003) have empirically found that two technological aspects of the website interface, namely perceived ease of use and perceived usefulness significantly affect customer repurchase intentions.

Gurvinder and Zhaobin (2005) indicated in their study that the growing use of internet in New Zealand provides a developing prospect for E-marketers. The focus of the study was on factors which online New Zealand buyers keep in mind while shopping online. It also identified the different types of online buyers perceive websites differently. This research found that website design, website reliability/fulfilment, website customer service and website security/privacy are the four dominant factors which influence consumer perceptions of online purchasing. The four types of online New Zealand buyers; i.e., trial, occasional, frequent and regular online buyers; perceived the four website factors differently. These buyers have different evaluations of website design and website reliability/fulfilment but similar evaluations of website security/privacy issues, which imply that security/privacy issues are important to most online buyers.

Wendy *et al.* (2005) stated that customers adoption of banking channels in Hong Kong to investigate factors that influenced Hong Kong bank customers' adoption of four major banking channels, i.e. branch banking, ATM, telephone banking, and internet banking. Result show that ATM was the most frequently adopted channel, followed by internet banking and branch banking, and telephone banking was the least frequently adopted channel. Psychological beliefs about the extent to which a channel possessed certain positive attributes were more predictive of adoptions of ATM and internet banking than adoptions of branch banking and telephone banking. Demographic backgrounds were strongly associated with adoption of all banking channels except ATM. A major research implication is that the theory of reasoned action is less applicable when behaviour is habitual, such as the adoptions of branch banking and telephone banking.

El-Gohary *et al.* (2008) made a study on implementation of internet marketing by small business enterprise could change the nature of business around the world as the internet creates a faster communication channel for marketing.

Owen (2007) analyzed the effectiveness of multimedia and text-only e-mail communications and to discover the consumer attitude towards e-mail. The study found that e-mail open and click-through rates both provided significant evidences to show that multimedia e-mail was in fact more effective than text-only. In addition to the findings from the experiment the questionnaire responses suggested that there is a strong correlation between the attitudes of recipients and their behaviour. Respondents preferred multimedia over text-only by a ratio of 3:1, a ratio that when compared to click-through rates for each format was almost identical.

Andrew Yang *et al.* (2007), studied on online social networking as a new trend of e-marketing. Examined the online social network as a new form of web-based services, and compared social networks with other representative web-based services by using the 7C framework. Said that in the world of e-marketing, new business models are frequently introduced, and new trends have started to emerge. One such latest trend is social networking websites, many of which have attracted not only large number of users and visitors, but also online advertising companies to place their ads on the sites.

Barbora and Lukas (2008) conducted a study on affiliate marketing perspective of content providers. This thesis depicts how content providers use affiliate marketing, a performance oriented internet marketing. Three different content providers were interviewed in order to find out the information about their usage of affiliate marketing. They identified main advantages and disadvantages of affiliate marketing for content providers and specify conditions, under which affiliate marketing is more beneficial than other types of online advertising. This paper concludes in a model of typical affiliate marketing usage and recommends for companies that are planning to start a new affiliate program.

Tatiana and Jane (2008) conducted a study on “Consumer payment choices: paper, plastic, or electrons?” using data from the surveys of Consumers. This paper examined the portfolio of payment choices that different groups of consumers use and identified the socio-economic, demographic, and attitudinal characteristics of groups of consumers that fall within those choice sets. They found that younger, married, more highly educated, higher income, higher asset households were more likely to adopt a broad range of electronic payment choices. They also found that consumer’s attitudes and perceptions of e-banking,

in terms of security and privacy, convenience, and familiarity and ease of use, were significant correlates of payment choices.

Wai-Ching *et al.* (2008) investigated an insight into the attributes influencing the acceptance of internet banking: the consumers' perspective in Malaysia to examine the influences of demographic variables and attitudes towards the acceptance of internet banking using a Likert scale questionnaire. Results revealed that whilst convenience and securities were the most important attributes influencing the inclination to accept internet banking services. It was found that demographics as well as occupation background have a high correlation to the tendency to accept internet banking. Conversely, gender, race and marital status appeared to have insignificant influence.

Martyn and Camarero (2009) reported that Consumers lack of means to touch or feel the quality of the product directly, an absence of the customer's contact with the employees, costs of acquiring knowledge how to deal with the internet or site, switching from physical channels to the electronic one that create plenty of anxiety and stress for buyers who don't feel as ease for using the internet, non existence of social interaction with another people, and privacy and security of payment and personal information.

Noor and Stephan (2009) observed that the internet marketing adoption for small business enterprises which provided better understanding of small business enterprises particularly owners and managers in performing a transition from traditional to new marketing approach which helps to improve their productivity as well as to stay competitive in market.

Peter (2009) found that how a small sized Business to Business company can create an e-marketing plan. They highlighted that the

concepts and methods related with the e-marketing activities. Since an e-marketing plan is similar to a marketing plan, the products, target markets and competitors are also introduced among others.

Rajamma *et al.* (2009) reported that the online shoppers mentioned that most of the websites require them to make a known great amount of their financial and personal information such as a credit card number before even making an order. However, despite of the assurance that provided by the online trader the consumers are reluctant to make known these sorts of information over the website.

2.2 Formats of marketing

Brumfield *et al.* (1993) found that customer at king supermarkets in New Jersey during the local season preferred tomatoes grown in New Jersey to tomatoes from other origins. A regression analysis was used to fit the data to determine the factors affecting the demand.

Hughes and Merton (1996) reported that the competitive retail environment supermarket chains are focusing on fresh meat, fresh fruits and vegetable departments as key strategic categories that can contribute significantly to building store loyalty, gross sales and profitability. Consumers accord great importance to the quality, range, availability and price of fresh produce items when selecting their store of first choice. From the perspective of all participants in the supply chain, higher income consumers have great prediction to buy fresh foods from a supermarket than other consumers, of the high income group, 83 per cent and 74 per cent respectively chose to purchase their fruits and vegetables and fresh meat from supermarkets.

Cherie Keen *et al.* (2002) conducted a study to investigate the structure for consumer preferences to make product purchases through three available retail formats-store, catalog, and the internet. Conjoint

analysis was used to assess the structure of the decision and the importance of the attributes in the decision-making process. The results from this study noticeably showed that the structure of the consumer decision-making process was found to be primarily one of choosing the retail format (store, catalog, or internet) and price of product (set at low, medium or high) desired. The strength of the retail store format suggests that fears that the Internet will take over the retail arena seem, at least at this point in time, overblown and exaggerated. However, it is seemed to be an identifiable segment of customers that has a preference for the internet as a retail shopping alternative.

2.3 Factor influencing the consumer preference for e-marketing

Byeong (2004) studied using an exploratory model to understand the factors that influence consumers to adopt the internet instead of traditional channels for information search and product purchase. Factors like internet usage is the direct influence of product type, benefits and risks of internet transactions need to be considered and product type, benefits and risks of buying through the internet may moderate the path from online search to online purchase.

Waleed *et al.* (2010) studied on the diffusion of innovations (DOI) theory leveraged into the online environment, investigates factors that influence adoption and usage of e-service, especially, in Saudi Arabia. The results of the study showed that the number of male respondents is higher than female respondents, with male accounting for 53.60 per cent and female 46.40 per cent of responses. Roughly half of the respondents (49.5%) were e-service adopters and approximately half of the respondents (53.5%) were between the ages of 15-25 years. Consumers utilize online services because they offer convenience and save time. There is a positive correlation between privacy and the e-service adoption in Saudi Arabia.

Zeenat *et al.* (2012) viewed that consumer preference of global brands instead of local ones in Karachi and also to find out the buying behaviour patterns of young Pakistani consumers. The results suggest that most important factors that influence a consumer's final decision are the price and quality of the product in question and revealed that 75% of the people linked the branded product with their social status when actually purchasing it. And it is found that consumer evaluates products based on information cues, which are intrinsic and extrinsic.

2.4 Constraints in E-marketing

Gluckman (1986) studied the factors influencing the consumption and the preference for wine. The explicit factors identified were the familiarity with the brand name, the price of wine, quality or the mouth feel of the liquid, taste with regards to its sweetness and dryness and suitability for all the states. Some of the implicit factors identified through extensive questioning were colour and appearance. Most consumers preferred white wine to red. Packaging, appearance, colour, use of foreign language and graphics were taken as important clues for quality and price.

Kumar *et al.* (1987) identified the factors influencing the buying decision making of 200 respondents for various food products. Country of origin and brand of the products was cross tabulated against age, gender and income. Results revealed that the considered factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted to the brands.

Lockshin and Kahrmanis (1988) investigated the attributes of wine shoppers use to evaluate retail wine shops. 127 personal interviews conducted with customers over a three-week period in a major Australian

city were used to elicit a range of wine store attributes. Respondents rated the importance of attributes and then rated a specific wine shop's performance on the same attributes and then rated a specific wine shop's performance on the same attributes. Affective attributes relating to staff of wines and pricing. The 45 attributes were formed into six general factors and these factors were used in a discriminate analysis to produce a positioning map of eight different wine stores. The managerial significance of the result was discussed in the context of the proper positioning of wine stores.

Bahe *et al.* (1992) surveyed 510 floral product consumers in Ohil super market and identified 34 factors that affected floral purchases. Response of 160 survey questions with the varimax rotate the yielded 34 independent factors accounting for 64 per cent of the total variance. Factors were subsequently used for market segmentation and five segments were identified.

Gil and Sanchez (1997) examined consumer preference for wines in two different Spanish regions, Aragon and Navarra; by means of the weighted least squares approach for conjoint analysis. Three attributes were used in the conjoint design: price, origin and grape vintage year. Among these attributes, Navarra consumers assigned more importance to the origin of the wine, followed by price and grape vintage year. Aragon consumers also considered origin as the most important attribute, followed, in this case, by grape vintage year and price. Comparing the different attribute levels, consumers from Aragon preferred locally produced and cheaper wines, while consumers from Navarra preferred Rioja and more expensive wines.

Sharma (1997) explained the factors determining consumer's acceptance and preference for food in general many factors combine and interact to make buying a complex process. Price was identified as an

important factor, however it had some limitation on the consumer's choice. Factors like sensory attributes regional reference, age, sex, interest, motivation, discrimination and income also influenced food consumption.

Amitha (1998) identified the factors influencing the consumption of selected dairy products in Bangalore city. The results of the study revealed that income and price significantly influenced the consumption of table butter. Price had a negative impact and income a positive impact on consumption.

Nagaraja (1998) used conjoint analysis measurement to estimate the preferences for the quality attributes of sunflower seed. He developed palm cards, which were administered to sample farmers. On an average price of the seed was the most important contributing factor as indicated by weight relative importance of (27%), followed by seed size (18%), seed thickness (13%), resistance (12%), head size (11%), duration (11%) and variety (8%) which had the least relative importance.

Annamalai and Jothi (2003) studied to find out the customer's preference for branded computers in Chennai. Exploratory research has been made with postgraduate students of various disciplines in leading institutions in Chennai to find out the most important factors influencing the purchase of branded computers. Factor analysis and ANOVA have been employed to establish the important influencing factors on the purchase of branded computers and differences of opinion among the students. The research studies reported that, Quality, Specification / Configuration, Reasonable price, Credit, Service, Experience person, Offers, Style, Guarantee, Warrantee and Product availability are the inducing factors for the purchase of branded computers.

Simpson and Docherty (2004) found several perceived barriers to the adoption of e-commerce in Australian SMEs including costs, lack of e-commerce skills, lack of knowledge, lack of help and lack of time and trust/security issues associated with technology. On the other hand, those firms that are (more) aware that customers look for new services, recognise that competition (in their service sector) is “cut throat”, and/or understand that customer preferences for services continually change - increases on average - the odds of adoption.

Chuleeporn (2006) examined that how consumers perceive online shopping and which factors are perceived differently between consumers who prefer online shopping and consumers who prefer offline (physical store) shopping. Results of the study says that consumers who had positive experiences with online shopping, perceived more benefits on online shopping, and those that perceived that online shopping to be easier are likely to shop online. In contrast, two factors (perceived risk and perceived uncertainty) were rated lower by the online group which indicates that those consumers who perceived a higher risk and higher uncertainty with online shopping prefer shopping at a physical store. These findings suggest that in order to attract more customers, online businesses should make their potential customers aware of the security techniques implemented on their websites. It is also important to make customers feel more certain when shopping online (e.g., guarantee delivery date, easy return policy, etc.).

Sunil Sharma (2006) identified the factors influencing food shopping that has shaped the industry's desired attributes. These include a growing dissatisfaction with limited selection of products and services, currently available in principal stores, daily shopping and freshness, with the concept of convenience and an upward demand for hands-on comparison shopping, where only a small percentage of

consumers were familiar with unconventional store formats and the notion that price would win over quality during the purchase decision process.

Caleguer *et al.* (2007) studied the influences of various attributes (price, brand, colour and nutritional information) on consumer preference for a packaged orange flavour soft drink powder were investigated using a focus group approach. The purchasing preference of 107 participants was assessed for soft drink powders of high or low price, having packaging of yellow or orange colour of known or unknown brand and containing orange juice powder labelled as, with or without pulp, fibre and vitamin C in the nutritional information. Their research's conjoint analysis results showed that 63 per cent of the consumers were influenced primarily by brand, 8 per cent of the consumers valued the nutritional information, price was the most important factor for 4 per cent of the consumers and colour was main deciding factor for 5 per cent of the consumers polled. Most preferred were low price, a pack of intense orange colour, known brand and products with pulp, fibre and vitamin C. Consumers associated the known brand with higher quality.

Noor (2008) identified that the association between demographics and user's level of experience and E-CRM features. Manova (Multivariate Analysis of Variance) was used for the study conducted in Malaysia. It is found that consumers who are engaged in high risk activities like online banking are not necessarily willing to purchase the product / service on the internet.

Methodology

CHAPTER III

METHODOLOGY

The present study was carried out to identify the consumer preference for e-marketing in Bangalore city and formats of electronic marketing and major players under each format. This study also includes the constraints faced by the consumers involved in e-marketing. This chapter highlights a brief discussion of the methodology used in the study with the following headings indicated below.

3.1 Selection and description of the study area

3.2 Sampling procedure

3.3 Collection of data

3.4 Analytical tools and techniques employed

3.5 Analysis of Data

3.6 Profile of e-marketing companies (major players)

3.1 Selection and description of the study area

3.1.1 Selection of the study area

Bangalore city is purposefully selected for the study. Further, it is fastest growing metropolitan city and is highly cosmopolitan in nature. People of different religions, castes, occupations, cultures, speaking diverse languages and of different food preferences reside here. It is the information technology (IT) industry and biotechnology (BT) industry hub of India, with industrial estates and numerous financial and educational institutions and so called silicon city. This city formed the universe for the study.

3.1.2 Description of the study

Bangalore, the capital city of Karnataka, is a veritable melting pot of various races and cultures. This Garden City as well – laid out parks, gardens, long avenues of blossoming trees and salubrious climate. Bangalore has an estimated metropolitan population of 8.5 million, making it India's fourth largest city, fourth largest metropolitan and 28th largest city in the world by population with a decadal growth rate of 38 per cent, Bangalore is the second fastest growing Indian metropolis after New Delhi. Bangalore is situated halfway between the coasts in southern Indian state of Karnataka. The city was found in the 16th century, and witnessed great southern dynasties like the Kadambas, the Hoyasalas comes from “boiled beans” (Benda Kaluru), which was served by a humble old lady to a hungry ruler in the tenth century.

Bangalore is booming, and a look at some of its nicknames says “India's silicon valley”, “Fashion capital of India”, “ The Pub city of India” “The Garden city”, because of its rich stone resources, Bangalore is also known as the “Stone city”, for its granite deposits, and on. Home to well over 6 million people, and a base for 10,000 industries, Bangalore is India's fourth largest city and the fastest growing city in Asia.

Bangalore city situated at an altitude of 920 meters above sea level, it is the principal administrative, cultural, commercial and industrial centre of the state. The city, which is spread over an area of 2190 square kilometres, enjoys a pleasant and equable climate throughout the year due to its elevation. Today, Bangalore is the fastest growing city in Asia with a burgeoning population of more than four million. According to 2011 census, the literacy rate of the city is 88.48 per cent. Its tree-lined streets and abundant greenery have led to it being called the ‘Garden City’ of India. However, since local entrepreneurs and the technology giant Texas Instruments discovered its potential as a

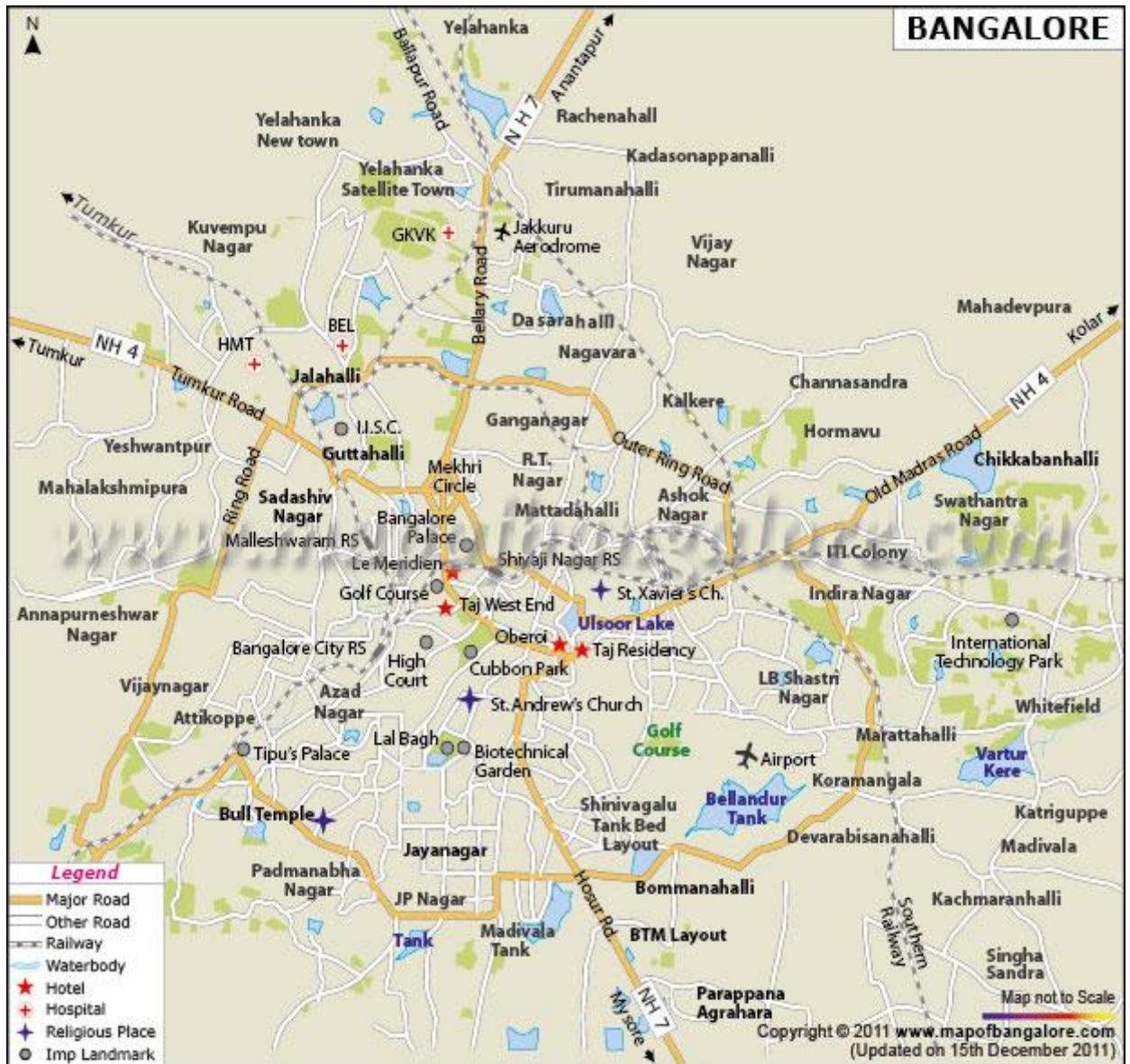


Fig. 2: Bangalore City Map

high-tech city in the early 1980s, Bangalore has been seen as a major technology boom. It is now home to more than 250 high-tech companies including homegrown giants like Wipro and Infosys. Consequently, now Bangalore is called the 'Silicon Valley' of India.

Silicon city of India accounts for 33 per cent of India's software exports. Home to prestigious colleges and research institutions, the city has the second-highest literacy rate among the metropolitan cities in the nation. The highest temperature recorded is 39°C (102°F) and the lowest is 11°C (52°F). The wettest months are August, September and October; with a heaviest rainfall of 180 mm in 24-hour period.

3.2 Sampling Procedure

Bangalore city was selected for the study as city is called as IT city and which is hub of business industries involving electronic media as one of the major channel for business. As electronic commerce (e-commerce) and electronic marketing (e-marketing) are the subsets of electronic business (e-business) which is in order to study the consumer preference for e-marketing in Bangalore city. Also many companies have started to trade through internet nearly from last one decade in Bangalore as their focal point is to market their products by analysing the consumer behaviour towards new lifestyle.

Data regarding consumer preference for e-marketing in Bangalore city was collected administering pre-tested structured schedule. A convenient sampling method was adopted to select the respondents. The sample respondents were selected from different localities of Bangalore city where the data for consumer preference and about constraints of e-marketing was collected. A total of 120 respondents belonging to different age group and income levels and profession were interviewed.

3.3 Collection of Data

The study is based on both primary and secondary data. The primary data regarding the socio-economic characteristics of the consumers and consumer's perception about e-marketing was collected through administering pre tested schedule which included questions regarding age, sex, income level, profession, computer and internet operation knowledge, e-marketing awareness, marketing channel and website preferred for e-marketing, purchasing frequency, problem faced while e-marketing.

Secondary data regarding formats of e-marketing and major players under each format was collected from various published sources and online.

Period of study

The reference year of the study was 2011-2012 and the collection of data was carried out during the period of April and May 2012.

3.4 Analytical tools and techniques employed

Detailed descriptions of the analytical tools employed in the study are given below.

3.4.1 Measurement of Socio-economic characteristics

3.4.1.1 Age

Age was measured as the number of calendar years completed by the respondents at the time of survey. The scale was used by Based on the completed years the respondent's age was grouped and scored as in the below table

Age group (years)	Score
18-30	1
31-40	2
41-50	3
Above 50	4

3.4.1.2 Education

Education is the process of producing desirable changes in the behaviour of an individual. In this study, this variable referred to the amount of education undergone by respondents. The scale was used by Shwetha (2009). The respondents were asked to indicate the type of education they had, from among the following levels of education. Further, the respondents were classified and scores are assigned as below.

Education level	Score
PUC	1
Diploma	2
Graduation	3
Post graduation	4
Doctorate	5

3.4.1.3 Family Type

It refers to the type of family. The respondents were grouped into two type of family and scores are given.

Type of Family	Score
Nuclear Family	1
Joint Family	2

3.4.1.4 Profession

It refers to the occupation of the respondents. Respondents were categorised into 5 categories and asked to indicate the type of profession they possess.

Category	Score
Business	1
Teacher/Professor	2
Employee	3
Home maker	4
Student	5

3.4.1.5 Monthly income

Monthly income was operationalised as the total income obtained from main and subsidiary source of income.

The respondent were grouped into four income groups and 1-4 scores are assigned and asked them to mention their monthly income

Income group (Rs.)	Score
< 10,000	1
10,001 – 50,000	2
50,001 – 1 lakhs	3
>1 lakhs	4

3.4.1.6 Earning members in the family

It refers to the total number of members who earn in the family. This variable is classified into three categories and scores given from 1-3 and respondents were asked to assign the score.

Category	Score
One	1
Two	2
More than two	3

3.4.2 Measures of central tendency

Simple conventional method measures of central tendency was used in order to study the customers. Average and percentage analysis were adopted to examine the age group, gender, income, education and profession. Using e-marketing service users, consumer perception for e-marketing is measured.

3.5 Analysis of Data

The responses were scored, quantified, categorised and tabulated by using the following statistical methods.

3.5.1 Percentage

Percentage was used to make the simple comparison of different groups wherever needed.

3.5.2 Mean and Standard Deviation

Mean and standard deviation were used to classify the over consumer all perception for e-marketing in Bangalore city.

Category	Criteria
Low	$<(\text{Mean} - \frac{1}{2} \text{SD})$
Medium	$(\text{Mean} \pm \frac{1}{2} \text{SD})$
High	$>(\text{Mean} + \frac{1}{2} \text{SD})$

3.5.3 Frequencies

A frequency distribution was used to quantify the different personal and socio-economical characteristics of the e-marketing consumers.

3.6 Formats of E-marketing and major players under each format

There are eight formats in e-marketing.

- 1) **Display Advertising** : The use of web banners or banner ads placed on a third-party website to drive traffic to a company's own website and increase product awareness.

Remya Advertising:

Remya Advertising was incorporated on 27th December 1995. The Company succeeded getting provisional accreditation from Indian News Paper Society (INS), New Delhi during 1997 followed by full accreditation in 1999. The Company became one of the top 100 advertising agencies in India as per the XII A & M Agency Report during the year 2001-2002.

Bluenetvista: Stand Apart From the Crowd with 'Display Advertising'

Today definition of advertising and promotional activities has come out of its traditional form. It is not limited only to banner, bill-boards or hoardings displayed at various locations. Digital format of advertising is one more advertising method in the race with other or traditional advertising. Display advertising is also a format of modern advertising that is a graphical advertising on the web that are displayed next to content on web pages, email etc. Display advertising is a kind of banners (logos, pictures, or more recently, rich media) kept in standardized size. This modern advertising is also known as interactive multimedia that is an enhanced media that includes a combination of video, still images, text, audio, animation so that we can interactivity participate in the

advertising of products or services. Display advertising has a significant advantage over advertising in newspapers, magazines and TVs. Likewise the pictures in the magazine or newspaper ads, display advertising on the web can be noticed moving from static to interactive, flash and video. The biggest advantage of display advertising is one can regularly track the performance of a campaign so that they can calculate their return on investment. The advertising material is displayed on the web enables an approach to global market. Client can also be able to restrict his advertising if he wants for a particular region or country. If user is really want to get benefited, he can approach professional display advertising companies and choose one from them that he can easily find on this platform in the form of resources.

Matomy Media Group

With a unique technological infrastructure that incorporates targeting, optimization, and analysis tools, Matmony deliver high-performing media to address wide-ranged marketing objectives for advertisers and optimized monetization for publishers.

Works on three aspects: 1) Quality 2) Scale 3) Service.

1. *QUALITY - Beyond Doubt:* Understanding brand safety concerns, Matomy Media has developed its own “Quality Suite”, a new solution combining technologies and processes to ensure one’s brand is protected. They achieve customer goals with no compromise on quality.
2. *SCALE - Size Does Matter:* Matomy Media covers the digital marketplace from all angles – display media, mobile, social and search marketing. Combining direct publisher relationships and media buying expertise across ad exchanges, serve over 20 billion monthly impressions to over 170 million unique users each month. Truly

global, our inventory of publishers extends into key countries across Europe, North America and emerging markets, giving you seamless access to scale.

3. *SERVICE - On Every Level:* Matomy don't just buy media; but pride themselves in their ability to collaborate with clients from the early stage of campaign conception through execution and ROI analysis. By diving deep into user's industry and understanding its goals, they are able to help design and build a media strategy that works for user. Seeing it through from planning to goal delivery is where the service comes in.

Xapads

Xapads is world's first purely Transparent & Premium Display Advertisement Network that combines innovative ad serving technology with engaging creative's to lift brand performance metrics. Since their Inception in April 2008, they have built an extensive aggregate network of over 3500 affluent publishers, with hundreds of premium and thousands of mid-tail publishers reaching more than 50 million unique users, serving over a billion ad impressions monthly from 170+ countries.

- 2) Search Engine Optimization (SEO):** The process of improving the visibility of a website or a web page in search engines via the "natural" or un-paid ("organic" or "algorithmic") search results.

Wildnet technologies:

Wildnet Technologies, a leading SEO Company offers dedicated search engine optimization (SEO) and design services to help client score over customer's competition. They have a team of highly qualified and skilled search engine specialists who are certified in Google Adwords and

ISO standards providing a wide range of services in order to generate higher visitor traffic to client's website. This ensures that customer's website gets higher rankings on the search engine pages.

Techmagnite:

Techmagnate is India's top SEO Company, based in New Delhi, India. Established in 2006, they are a complete Internet and SEO Marketing company provider that consults and implements your entire web promotion strategy. This includes everything from re-designing client's website, to SEO services, to Social Media Optimization to developing online applications to engage client's customers.

If client is there at Techmagnate, he already knows the power that SEO can have in turning his business around. For instance, 75% of Internet users have the intention of making a purchase when using search engines. And sometimes a glance is all it takes for a browser to become a buyer. And at Techmagnate, one of the nest SEO companies in India, they are here to help user leverage just that. As a top SEO company India, we comprise a team of dedicated professionals with more than decades of SEO experience. Techmagnate team of SEO experts are passionate about making user's business grow by giving up top visibility on the search engine results pages.

Xanontechnology

Xannontech has been playing an effective role in meeting various software outsourcing needs by providing a gamut of services ranging from creative design to independent third party verification and validation services. They are able to diversify their service offerings which started with software development and maintenance and encompassed all other value added services associated with this domain of software services. Their well defined and tested processes have enabled them to

transition into offering a wide range of services by sustaining the same quality, effectiveness and responsiveness that define their service standards. Their engagement models are based on client's individual needs and span across project based engagements, to building client's own - team of dedicated software developers, offshore development center or forming client's own software company / subsidiary in India. Offshore outsourcing is currently looked upon as a value enhancer that helps organizations to streamline their core operations at a significant cost advantage.

UDI System

Located in Bangalore, India, UDI System is an end-to-end web services company which serves all web based requirements. They believe in offering high quality services using modern technology and innovative techniques at affordable prices. Having provided web based services to a variety of small, medium and large scale enterprises of different sectors; their company has established itself among the best in the market. Some of the services offered, include website design and development, website redesign, website maintenance, portal development, online marketing, e-commerce websites, CMS websites, flash websites, web hosting and content writing services.

At UDI system understand the fact that, a well-developed online identity for any organization is an absolute requirement to ensure continued success and return on investments. They believe in helping their clients in establishing their identity, promoting their products and building a great brand name. Their team understands every aspect of client's business before suggesting several workable plans. They keep communication channels with their clients open at every stage of the project to prevent any unexpected delays. Their team consists of highly talented and qualified individuals who are dedicated in providing tailor-

made solutions which suit client's requirements to the zenith. Their continued success is due the immaculate planning, fool proof processes, attention to detail, faultless implementation and continued project analysis. They offer all their clients integrity, and support them on all queries. Their internal and external policies have helped them to gain client trust; achieve complete customer satisfaction, and also customer retention. They guarantee that their services can help clients to create an amazing virtual identity, increase traffic to client's websites, gain higher rates of sale and thereby increased returns.

i-Search Solution

The core practice areas are SEO, SEO consultancy, SMO, PPC, Web designing, Web development, WEB analytics, web usability, and Travel portal solution.

3) Social Media Marketing: The process of gaining traffic or attention through social media websites such as Facebook, Twitter and LinkedIn.

Pagetrafic

Founded: 2009 Revenue: Under \$250,000 Firm Size: 1 – 10

PageTraffic Search Engine Optimization (SEO) services are cost-effective online search engine marketing programs that are designed to optimize user's website for the best search engine placement possible. PageTraffic is a premier search engine marketing firm located in New Delhi with its sales office in Chicago, Illinois and back office operations in New Delhi. Their services come with the assurance that completely uses ethical and acceptable methods of providing SEO services. Page Traffic brings together more than 80 creative individuals who have a few other things in common too, for example. The excellence of services

reflects in the company keep. They are affiliated to the niche SEO organizations. Request a free SEO analysis or download free corporate brochure to understand how search engine marketing solutions can help the business grow bigger. Core practice areas are social media marketing and search engine marketing.

Zitz Solutions Pvt. Ltd

Founded: 2008 Revenue: \$1 million - \$2,999,999 Firm Size: 1 - 10

Zitz Solutions is a Bangalore; India based internet marketing company which specializes in search engine optimization. Zitz is a young and dynamic company with extremely talented and experienced management team. What makes them unique is their planned, methodology based approach to the work they do. Zitz understand patron's business needs and come up with a strategy which is fine tuned and customized for client's business needs. This results in very relevant quality traffic and high conversions. They assure all services which are ethical and they use only white-hat SEO techniques. Their services are: * Internet Marketing Strategy Consulting * Search Engine Optimization Services * Pay Per Click Services * Social Media Optimization & Marketing * Internet Branding Services * Education Online Marketing * Real Estate Internet Marketing Solutions * Medical Marketing Solutions * Web Design Services * Custom Software Development Services.

Brainpulse Technologies

Founded: 1998 Revenue: \$1 million - \$2,999,999 Firm Size: 51 – 100

Brainpulse Technologies is a center where creativity joins hands with the supremacy of high-end technology to optimize business significance in the global market. Established in the year 1999, the

company has made groundbreaking accomplishments in the field of web hosting, website Designing, web development, e-commerce solutions, internet marketing, search engine optimization, multimedia presentations and domain name registration, in short complete bouquet of information technology services. Known for its unique competency in delivering seamless, quality work on time, the company follows an advanced vision of thinking, implementation, beginning and advancement of high profile fresh ideas in the industry. Core practice areas are Social Media Marketing, SEO Copywriting, and SEO Shopping Cart.

Vedainformatics Pvt. Ltd.

Veda Informatics is a fast-growing, internet visibility optimization company. Over more than five years, they have honed their expertise to provide consultancy, technology and content services that are critical to client's online success. They have a strong team that is knit closely together with sound processes and has a keen eye on quality and timeliness. Veda Informatics has been successfully partnering with long-term clients across the globe and has offices in India, Germany and New Jersey.

Veda Informatics, formerly Pinig Systems, was founded in 2002 in the capital city of New Delhi. The company currently employs a very focused and growing team of more than 50 highly skilled and experienced developers and writers. Since Veda's inception, Veda have been focused on quality work and dedicated to the success of their clients. They have worked with various esteemed clients and have been appreciated for their domain knowledge, writing skills and web development expertise. As an internet visibility optimization (IVO) company, Veda Informatics have been providing web and Internet services, including optimized content writing, website designing & web

development, and internet marketing services including search engine optimization (SEO), social media optimization (SMO), search engine marketing (SEM), pay per click (PPC) management and much more.

TIS India Business Consultants Pvt. Ltd.

TIS India is a leading SEO (Social Media Marketing) Company in India offering complete Web Solution services all across the globe. We offer SEO (organic search engine optimization), PPC, Social Media marketing, Link Popularity, Directory submission, website development, Web Designing, PHP programming, E-commerce development, content writing, web hosting and many other web solutions for online business.

4) Referral Marketing: A method of promoting products or services to new customers through referrals, usually word of mouth.

Okabashi:

Established in March 2011, Okabashi, the largest US manufacturer of sandals and flip-flops, implemented their own customer referral program through Referral Candy, a customer referral web app by Anafore. According to a case study released, the referral program became one of their top ten drivers of external traffic, boosting sales within a week of implementation. Referred customers also spent 13.2% more on average compared to regular non-referred customers.

Dropbox:

Established in 2009, Dropbox implemented a referral program to encourage their users to tell their friends about Dropbox. Their referral program had a two-sided incentive for sharing: the person who signs up for Dropbox through a referral link get more space than through a normal sign up, and the referrer gets additional space as well. According to Drew Houston, the Co-founder and CEO of Dropbox, at the Start-up

Lessons Learnt Conference on 23 April 2010, the referral program was inspired by the PayPal Sign up Bonus program. The referral program permanently increased their signups by 60%. Referrals account for roughly 35% of their daily signups (as of April 2010). In the 30 days before the conference presentation, Dropbox estimated that their users had sent 2.8 million direct referral invites to their friends. Core practicing areas are Social Media Marketing and Web Development.

5) Affiliate Marketing: A marketing practice in which a business rewards one or more affiliates for each visitor or customer brought about by the affiliate's own marketing efforts.

Experience Advertising

Experience Advertising was launched in March of 2007 to assist e-commerce companies with their affiliate marketing. Their staffs have a wealth of experience in the online space having been involved in the online marketing industry since 1997. They believe in a hands-on approach to online marketing, from re-writing meta-tags for clients to personally working with affiliates and publishers. Work with the Best in the Industry! Work directly with team to propel client's affiliate marketing efforts rapidly and crush user competition. Leverage their years of affiliate management excellence to grow user program to its fullest potential. Core practicing areas are social media marketing; affiliate marketing and SEO copywriting and secondary areas are pay per click management, conversion optimisation and content distribution.

Mgecom, Inc.

MGECOM, Inc. Launched in 2006 to provide outsourced affiliate program management services to both large and small companies who are seeking to improve the results of their affiliate marketing efforts. They take an ROI focused approach to outsourced affiliate management which

leads to not only cost effective sales growth, but also smart and profitable partnerships. Major clients are 1SaleADay, Heels, French toast, Brooks Running, Scrubs & Beyond and core practicing area is affiliate marketing.

Intertwine Interactive

Intertwine Interactive was born in 2006 with a passion and a purpose.

Their words about their company:

Seamless approach to online marketing intertwines their experts with user's team to craft and implement a personalized strategy that powers results – results that connect user business to new customers and a brighter future. Intertwine offers a comprehensive list of online marketing services that includes SEO, PPC, Social Media, Comparison Shopping, Affiliate Management and Customer Remarketing. They have been where clients are. The Intertwine Interactive team has working experience in marketing departments of all sizes of business from start-ups to several internet retailer top 500 companies. They understand that no matter how good clients are, it's difficult to keep pace with technological changes and manage diverse online marketing priorities. They tell it's hard to work and that's why we're here. The right partnership with experts who understand user needs can make the difference between stagnation and accelerated growth and success for user business. While working with companies they have driven revenue in the hundreds of millions and our services have grown to support a broad array of industries including health care, banking, legal, financial services, food, and consumer services. They continue to support our clients with the responsiveness and expertise required for them to meet and exceed their online marketing objectives. In a new world that is

undeniably driven by the web, Intertwine carves its own path, simply making us anything but traditional.

Affiliate Announcement

The first step to attract affiliates to any affiliate marketing program is to submit it to all of the leading affiliate directories. If user tries this daunting task himself, he will run into many challenges, such as actually finding the directories, and submitting within their strict criteria. It won't be long before users realize that the process requires well established systems and extensive knowledge to be efficient.

Established in the year 2000, Affiliate Announcement has proven itself over the years to be the web's most comprehensive full service affiliate directory submission company. They submit to directories with subscribers exceeding the tens of thousands and many of these directories publish regular Ezines listing the latest entries. Inclusion in these directories is absolutely essential to maximize the exposure user's program receives. We can do it all for user, quickly and painlessly, saving time to build other aspects of user's business. Though several options are available for an affiliate program promotion, only Affiliate Announcement employs expert copy writers and has a dedicated staff to take care of every aspect of client's submission with their premium services that ensure maximum visibility and compatibility with major directories. No other directory submission service online is as comprehensive as Affiliate Announcement and they have established relationships with directories which exclude other submission services. Affiliate Announcement was acquired by Affiliate Future Inc. in June 2006.

i-Marketing Ltd.

i-Marketing Ltd. is a leading full-service online marketing agency specializing in search marketing, online media planning and buying, affiliate marketing, research and technology. When it is launched in 1999 at the height of the internet many agencies already steeped in the traditional worlds of marketing and advertising were scrambling to reinvent themselves as online experts. But for them, online marketing has always been the fibre of their being. Their experience in the era of Web 2.0 (and beyond) runs deep, and extends across multiple channels and multiple verticals. Their advantage is their expertise. As the world of online marketing grows increasingly complex, its clients rely on them as a trusted partner to help them navigate a myriad of available services, solutions and technologies. When is it right to pay CPM vs. CPC vs. CPA? Where should user ad rank in Google? What is the right affiliate commission tier? Was he getting good click-through and conversion rates? Is putting META tags on his site enough for SEO? What is the difference between contextual and behavioural targeting? They help user to find the answers to these questions, before user commit marketing dollars to them. They help users to design a program that works best for user needs, and ones budget. And they spend each and every dollar as if it were their own, to make sure user get the maximum return on user investment. Find out why an ever-growing list of Fortune 500 and Media Metrix 100 companies, including Yahoo!, Forbes, AARP, Dow Jones, eDiets and others, count on us to deliver cost-effective, results-driven solutions to acquire customers and increase revenues via the web.

6) Content Marketing: Involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.

Content marketing is an umbrella term encompassing all marketing formats that involve the creation and sharing of content in order to engage current and potential consumer bases. Content marketing subscribes to the notion that delivering high-quality, relevant and valuable information to prospects and customers drives profitable consumer action. Content marketing has benefits in terms of retaining reader attention and improving brand loyalty.

7) Email Marketing: Involves directly marketing a commercial message to a group of people using electronic mail.

Aghreni Technologies Private Limited:

Aghreni Technologies is founded in 2008. It is a provider of customer centric, ROI driven email marketing solutions and services to Indian Marketers and clients. It has many years of working with leading global companies and clients in email marketing and lead generation and the revenue obtained is \$250,000. Core practicing areas of the companies are email marketing, web designing and search engine optimisation secondary areas of practices are affiliate marketing, pay per click management and internet marketing blogs.

Bloom Mailer:

Bloom Software Solutions founded in 2008. It is a software development and information technology company that provides outsourcing solutions to enterprises worldwide. Their pioneer product Bloom Mailer is one of the most advanced email marketing programs in the industry. Bloom Mailer provides all the tools needed to create, manage and track user's email marketing. Bloom Mailer is used to effectively promote customer/public relations and advertising campaigns.

IMRI.in

IMRI established in 2010. IMRI is conducting a full-time Six month training program in Digital Marketing for Students and Professionals. The program focuses on End-to-End Internet marketing - Web technology, Mobile SMS marketing, Project management, Business planning, Business communication, Consumer behaviour, Web design, CMS, advanced Search engine optimization, Pay per click advertising, Social media, CRM and web analytics. Within 2 years IMRI stands with revenue of \$250,000.

Industry-oriented Training: Nowhere else, user will get hands-on experience in working with the cool brands, best industry practices, expensive tools, proven techniques, meet the industry demands, and more. Its core practice areas are search engine optimisation (SEO), email marketing and pay per click management and secondary areas link building and Web analytics software.

iPOTT Group of Companies

iPOTT is a web based information centre for all software developed across the world established in 2005. Their user friendly website enables 'easy & quick' information access, 'free' trial downloads and 'online' software purchase. They have their own site big software to small solutions. They have software for all purpose & varied utility. And they have software which are searched by companies e.g.: CRM and individuals e.g.: Mobile tools. They have software costing as low as \$1 to as high as \$1,000,000 listed on their site. They have information about huge application which cannot be procured online e.g.: ERP. They also have software which can be purchased online e.g.: DVD Cutter. Free trials are available for downloading from iPOTT. Core practicing areas are web development and site audit and secondary are link building, email marketing and web design.

Netsoft Solutions India Private Limited

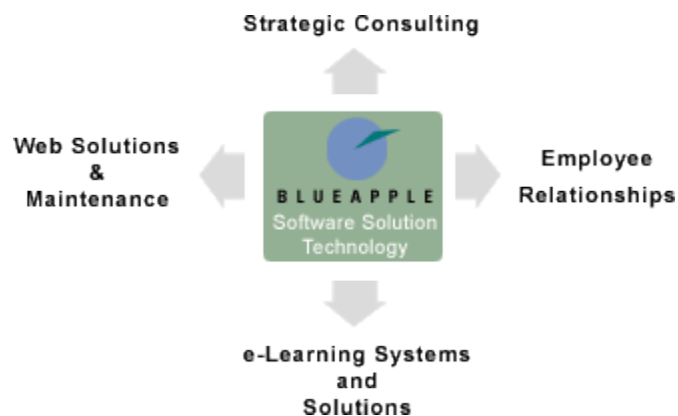
Netsoft Solutions India Private Limited was established in 2001 by a team of core software professionals endeavouring to provide best IT solutions to the industry. The company headquartered in Bangalore, the Silicon valley of India has in a very short span of time has emerged to become one of the prominent players in the sector. The credit for the same goes to the organization's commitment to serve the industry in the best possible way by delivering value added services to the clients. In tune with the organization's philosophy are its highly motivated employees who believe in giving their best in whatever project they undertake.

The industry review of Netsoft has been exemplary for the past years as most of its business comes from repeat orders by highly satisfied clients. Credibility is the hallmark of the company. Netsoft believes in cultivating long term strategic relationships with its clients for mutual benefit. Three aspects of the organization's success is its extremely talented human resource pool, unique and qualitative initiatives undertaken to value add its services and a global delivery model. They believe in strengthening client's internal customers so that they could very well provide excellent service to our external customers. In this highly challenging business environment, Netsoft is committed to provide the best of services in the most competitive of prices.

8) Search Engine Marketing (SEM): A form of marketing that seeks to promote websites by increasing their visibility in search engine result pages (SERPs) through the use of either paid placement, contextual advertising, and paid inclusion, or through the use of free search engine optimization techniques.

Blueapple

BlueApple Technologies provides an end-to-end web design and development solution that enhances organizational processes and extends the power to harness the Web for user's Business. They optimize real-world functions with innovative use of Technology and User-centric Designs. Their services include Strategic Consulting for Employee Relationships, Web Solutions, Website Maintenance, e-Learning Systems and Solutions and Audience Development.



With an experienced team of specialists, their services integrate the web solution technology with a structured approach to develop web based models that are easy to use, scalable, with robust backend and modular functionalities. This is clearly seen in innovations that enable their own clients to either sell better, or optimize the existing systems and save operational costs or of course, both.

DGM India

dgm India, is a wholly own subsidiary of Asia Digital Holdings plc. The Company's principal activity is the delivery of ROI through affiliate marketing, search engine marketing, display inventory and email, either as individual channels, or as a complete solution. Globally, dgm provides services to more than 250 blue-chip clients and agencies with over 100

staff. Utilising powerful software, dgm has the ability to trace a consumer's activity online to a specific advertisement placed on a specific channel. Therefore, regardless of the pricing model or channel used, dgm can report on the direct correlation between advertising spend and consumer response **dgm** is a market leader in the provision of return on investment ("ROI") focused online advertising campaigns with successful operations in the China, India and Singapore. dgm India uses three core online advertising channels namely search, affiliate and e-mail marketing. The objective is to deliver better ROI, keep the focus on advertisers, and enhance performance from varied channels using world class analytics and technology.

GR Brains

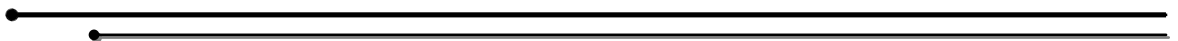
GR Brains is an innovative Search Engine marketing firm to providing small and medium enterprises with high value services to grow their online business and increase their revenue. At GR Brains our search Engine consult and implement changes after analyze competition on web in client's web site then they develop a custom strategy for users business. And their goal is to give best result for user's website by archiving high rank on the major search engines for customer's targeted keywords.

GR Brains offer quality search engine marketing services. Internet marketing means promote client's websites or business by increasing their visibility and popularity in search engines and also reputation user's brand in search engines. They are dedicated to providing exceptional customer service that offer proven return on investment. They don't expand business of their clients but build business solutions and long term relationship. GR stay with their clients for as long as it takes to succeed or archive his goal.

Fruitengine

With its ability to reach a wider market, facilitate customer service and establish a company's brand, the Internet is one of the modern world's most effective and powerful marketing tools. And, using expertise in search engine marketing, Fruit Engine has made its mission to help patron make the most out of it. A search engine marketing company made up of experienced and knowledgeable professionals, Fruit Engine can develop and implement an effective Internet marketing strategy that will help client to reap the fruits of client's business.

Results



CHAPTER IV

RESULTS

This study provides valuable insights on the consumer preference for e-marketing in Bangalore city, formats of e-marketing and major players under each formats and perceptions and constraints in e-marketing faced by consumers. Keeping the objectives in view, the results are presented under the following headings.

- 4.1 General information about the consumers
- 4.2 Formats of e-marketing and major players under each format
- 4.3 Computer operation knowledge among consumers
- 4.4 Internet surfing and usage in e-marketing by consumers
- 4.5 E-marketing service awareness among consumers
- 4.6 Product purchase through e-marketing and mode of payment
- 4.7 Preferred websites for e-marketing
- 4.8 Major brands of products purchased through e-marketing
- 4.9 Documenting the perception and constraints of consumers
- 4.10 Institutions approached in the case of fraud

4.1 General information of the consumers

The general information about customers is shown in Table 4.1 to 4.5 on socio-demographic and economic characteristics like gender, marital status, family type, earning members in the family, age wise, education, monthly income and profession wise distribution using percentage classification is presented below under different sub headings.

4.1.1 Socio-demographic characteristics of the consumers

The socio-demographic characterisation of the consumers gives brief general information about consumers and it is indicated in Table 4.1 includes information about gender, marital status, family type and earning members in the family of the consumer.

It is clear from the Table 4.1, among 120 consumers 60.00 per cent of them were male and remaining 40.00 per cent were female consumers. Among 120 consumers 80.00 per cent were unmarried and 20.00 percent were married. With respect to family type 83.33 per cent of the family belonged to nuclear type and remaining 16.67 per cent were joint type. The consumers having only one earning member were of 33.34 per cent, two earning members were of 45.83 per cent and more than two earning members were with 20.83 per cent.

4.1.2 Age wise distribution of sample e-marketing consumers

The age wise distribution of sample consumers involved in e-marketing is presented in the Table 4.2. It can be observed from table that 93.33 per cent of the consumers belong to the age group of 18-30 years, 4.17 per cent of the e-marketing consumers belong to the age group of 31-40 years and remaining 3 per cent appeared at above 50 year age group.

4.1.3 Education level of sample e-marketing consumers

Education level of sample consumers is presented in Table 4.3. This table reveals that 55.83 per cent of the consumers have education level of post graduation followed by post graduation with 25.00 per cent, Doctorate with 9.17 per cent, Diploma with 8.33 per cent and remaining 1.67 per cent of consumers were with the education level of PUC. Consumers with the education level of post graduation hold highest percentage in e-marketing service usage.

Table 4.1: Socio-demographic characteristics of the consumers in Bangalore city

Sl. No.	Characteristics	Category	Number of consumers	Percentage to total
1.	Gender	Male	72	60.00
		Female	48	40.00
2.	Marital status	Unmarried	96	80.00
		Married	24	20.00
3.	Type of Family	Nuclear Family	100	83.33
		Joint Family	20	16.67
4.	Earning Members in the family	One	40	33.34
		Two	55	45.83
		More than two	25	20.83
Total			120	100.00

Table 4.2: Distribution of consumers based on age involved in e-marketing in Bangalore city

Sl. No.	Age group (years)	Number of consumers	Percentage to total
1.	18-30	112	93.33
2.	31-40	5	4.17
3.	41-50	0	0
4.	51-59	3	2.50
Total		120	100.00

Table 4.3: Education level of consumers in Bangalore city

Sl. No.	Education level	Number of consumers	Percentage to total
1.	PUC	2	1.67
2.	Diploma	10	8.33
3.	Graduation	30	25.00
4.	Post graduation	67	55.83
5.	Doctorate	11	9.17
Total		120	100.00

4.1.4 Occupation pattern of consumers

Profession of the e-marketing sample consumers is indicated in Table 4.4. Consumer's proficiency in employee constitutes about 54.17 per cent followed by student consumers about 37.50 per cent. Business users involved in e-marketing constitute about 4.17 per cent followed by 2.5 per cent of home maker consumer group. The remaining 1.66 per cent is followed by teaching group of consumers.

4.1.5 Monthly income distribution of e-marketing consumers

Monthly income distribution of consumers involved in e-marketing is furnished in Table 4.5. Among the consumers majority 65.00 per cent have their monthly income of Rs. 10,000 to Rs. 50,000 followed by more than one lakh income group with 15.83 per cent and Rs. 50,000 to one lakh group holds 10.00 per cent. The remaining 9.17 per cent is of income group less than Rs. 10,000.

4.2 Formats of E-marketing and major players under each format

Formats of e-marketing are represented in Table 4.6. E-marketing furnishes eight formats named. Under each format major players are brought up.

4.3 Computer operation knowledge among consumers

The knowledge about computer operation among consumers is 100.00 per cent as it is furnished in Table 4.7. It is found that 94.17 per cent consumers have their own personal computers, it may be laptop or desktop and remaining 7 per cent told that they don't possess any personal computer. Among the consumers whom so ever possessing personal computer 71.68 per cent are having laptop, 23.90 per cent possess desktop and remaining 4.42 per cent consumers own both desktop and laptop.

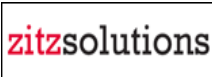
Table 4.4: Profession of consumers involved in e-marketing in Bangalore city

Sl. No.	Category	Number of consumers	Percentage to total
1.	Student	45	37.50
2.	Employee	65	54.17
3.	Business	5	4.17
4.	Teacher/Professor	2	1.66
5.	Home maker	3	2.50
Total		120	100.00

Table 4.5: Monthly income distribution of consumers in Bangalore city

Sl. No.	Income group (Rs.)	Number of consumers	Percentage to total
1.	Less than 10,000	11	9.17
2.	10,001 – 50,000	78	65.00
3.	50,001 – 1 lakh	12	10.00
4.	More than one lakh	19	15.83

Table 4.6: Formats of E-marketing and major players under each format

Sl. No.	Formats of e-marketing	Companies	Logo	Website
1.	Display Advertising	a) Webisdom		http://webisdom.com/services/displayadvertisingcompany.php
		b) Remya Advertising		http://www.remyaads.com
		c) Bluenetvista		http://www.bluenetvista.net/
		d) MATOMY Media Group		http://www.matomy.com/solutions/display-advertising/
		e) Xapads		http://www.xapads.com/index.html
2.	Search Engine Optimization	a) Wildnet technologies		http://www.wildnettechnologies.com/
		b) Techmagnate		http://www.techmagnate.com/seo-company-india.html
		c) Xannontech		http://www.xannontech.com/
		d) UDI System		http://www.udisystem.com/
		e) iSearch Solution		http://www.isearchsolution.com/
3.	Social Media Marketing	a) Page Traffic		http://www.pagetraffic.in/
		b) Zitz Solutions Pvt. Ltd.		

		c) BrainPulse Technologies		http://www.brainpulse.co.in/
		d) Vedainformatics Pvt. Ltd.		http://www.vedainformatics.com/
4.	Referral Marketing	a) Okabashi		http://www.okabashi.com/
		b) Dropbox		www.dropbox.com
		c) TIS India Business Consultants Pvt. Ltd.		http://tis-india-business-consultants-pvt-ltd.topseos.in/
5.	Affiliate Marketing	a) Experience Advertising		http://experienceadvertising.com/
		b) MGECOM, Inc.		http://mgecom.com/
		c) Intertwine Interactive		http://www.intertwineinteractive.com/
		d) Affiliate Announcement		http://www.affiliateannouncement.com/
		e) IMARKETING LTD.		http://www.imarketingltd.com/
6.	Email marketing	a) Aghreni Technologies Private Limited		http://aghreni-technologies-private-limited.topseos.in/
		b) Bloom Mailer		http://www.bloommailer.com/

		c) IMRI.in		http://www.imri.in/institute
		d) iPOTT Group of Companies		http://ipott-group-of-companies.topseos.in/
		e) Netsoft Solutions India Private Limited		http://www.netsoftindia.in/index.html
7.	Search engine marketing	a) Fruitengine		http://www.fruitengine.com/index.html
		b) GR brains		http://www.grbrains.com/search-engine-marketing-india.html
		c) dgm India		http://www.dgm-india.com/
		d) Blueapple		http://www.blueappleonline.com/corporate/
8.	Content Marketing	a) Teleznet		http://telezent.com/telezent/content-marketing.html
		b) LCBO– Food & Drink Magazine		http://www.lcbo.com
		c) Zappos – ZN Magazine		http://www.zappos.com/d/zn/
		d) Starbucks–My Starbucks Idea		http://mystarbucksidea.force.com/
		e) Patagonia – The Footprint Chronicles		http://www.patagonia.com/us/footprint/

Table 4.7: Computer usage in e-marketing by consumers

Sl. No.	Particulars	Opinion	Number of consumers	Percentage to total
1.	Computer operation knowledge	Yes	120	100
		No	0	0
2.	Personal computer	Yes	113	94.17
		No	7	5.83
	If Yes, type of computer	Desktop	27	23.90
		Laptop	81	71.68
		Both	5	4.42
Total			120	100.00

4.4 Internet surfing and usage in e-marketing by consumers

4.4.1 Internet operation and purpose of internet usage

It is found that internet surfing and operation knowledge among the consumers is 100.00 per cent according to the survey results furnished in Table 4.8. Majority of the consumer with 85.83 per cent have internet connection to browse for different purpose and remaining 14.17 per cent consumers replied that they don't have the internet connection with them. Consumers who are having internet connection used it for different purpose. When it is categorised personal usage holds 50.49 per cent followed by study (22.33 %), personal and study (17.48 %) and remaining 9.71 per cent held by business.

4.4.2 Internet access point

Internet access points for e-marketing are presented in Table 4.9. Among the consumers majority 30.00 per cent browse in office and home followed by the consumers who browse at college (22.50 %), home (19.17 %), college and home (14.17 %), office (11.67 %) and remaining 3 per cent equally divided among the consumers who browse at cyber cafe, office, home and cyber cafe and other place includes cell phone, while travelling and outdoor places.

4.5 E-marketing awareness among consumers

The awareness about e-marketing service, the channel preferred for marketing and frequency of marketing is presented in Table 4.10. Among sample consumers 100 per cent of them know about e-marketing service. Most of the e-marketing consumers preferred purchasing channel going to shop holding 44.17 per cent followed by the 39.17 per cent consumers who prefer to purchase through internet and 10.83 per cent preferred both the channels. The remaining 5.83 per cent go for other marketing channel includes outsourced agencies. Familiarity of e-marketing as purchasing channel among consumers is surveyed by

Table 4.8: Internet usage in e-marketing by consumers

Sl. No.	Particulars	Opinion	Number of consumers	Percentage to total
1.	Internet connection	Yes	103	85.83
		No	17	14.17
	If yes, purpose of use	Study	23	22.33
		Personal	52	50.49
		Business	10	9.71
		Personal and study	18	17.48
Total			120	100.00

Table 4.9: Internet access point for e-marketing by consumers

Sl. No.	Internet access point	Number of consumers	Percentage to total
1.	College	27	22.50
2.	Office	14	11.67
3.	Cyber cafe	1	0.83
4.	Home	23	19.17
5.	College and home	17	14.17
6.	Office and home	36	30.00
7.	Office, Cyber cafe and home	1	0.83
8.	Other places (Mobile, while travelling, parks)	1	0.83
Total		120	100.00

Table 4.10: Awareness about services in e-marketing by consumers

Sl. No.	Particulars	Opinion	Number of consumers	Percentage to total
1.	e-marketing awareness	Yes	120	100.00
		No	0	0
2.	Marketing channel preferred	Marketing through internet	47	39.17
		Going to shop	53	44.17
		Both	13	10.83
		Other means (by agencies)	7	5.83
Total			120	100
3.	Period of use internet as purchasing channel	< 1 year	40	33.33
		1-2 years	46	38.33
		3 years	8	6.67
		4 years	8	6.67
		5 years	8	6.67
		>5 years	10	8.33
Total			120	100
4.	Marketing frequency through internet	Daily	7	5.83
		Two days once	2	1.66
		Three days once	3	2.50
		Weekly	5	4.17
		Fortnightly	5	4.17
		Monthly	26	21.67
		Quarterly	17	14.17
		Occasionally	55	45.83
Total			120	100.00

categorising familiarity into different years majority (38.33 %) of the consumers came under 1-2 year category followed by less than 1 year (33.33 %), more than 5 years (8.33 %) and 3, 4 and 5 years with 6.67 per cent. Frequency of marketing through internet is categorised into eight categories. Among 120 sample consumers occasionally marketing consumers holds majority with 45.83 followed by monthly (21.67 %), quarterly (14.17 %), daily (5.83 %), fortnightly (4.47 %), weekly (4.47 %) and three days once with 2.50 per cent. Two days once category holds lowest with 1.67 per cent.

4.6 Product purchase through e-marketing and mode of payment

Various products are purchased through e-marketing channel. For the study four categories of products taken which is furnished in Table 4.11. Books, music, CD and DVD product category holds majority with 54.17 per cent followed by personal care, beauty, health and perfume group of product with 51.67 per cent. Apparel and footwear product category holds 20.83 per cent followed by electronic, mobiles, pen drives category with 18.33 per cent and the remaining 5 per cent held by other type of products includes ticket booking, software purchasing and different services.

The detail of modes of payment in e-marketing is furnished in Table 4.12. Consumers preferring cash on delivery mode holds majority with 56.67 per cent followed by payment through debit and credit card with 29.17 per cent and the remaining 14.17 per cent of consumers prefer both the modes of payment.

4.7 Preferred websites for e-marketing by consumers

The percentage of websites preferred for e-marketing by consumers represented in Table 4.13. Flipkart.com holds majority with 60.83 per cent followed by snapdeal.com (30.83%), myntra.com (16.67%),

Table 4.11: Product purchase through e-marketing service

Sl. No.	Type of products	Number of consumers	Percentage to total
1.	Apparels and foot wears	25	20.83
2.	Books, movies, music, CD and DVD	65	54.17
3.	Personal care, Beauty, Health, and perfumes	62	51.67
4.	Electronics, mobiles, pen drives, computers and computer accessories.	22	18.33
5.	Other products	6	5.00

Table 4.12: Mode of payment in e-marketing by consumers

Sl. No.	Mode of payment	Number of consumers	Percentage to total
1.	Cash on delivery (COD)	68	56.67
2.	Payment trough debit / credit card	35	29.17
3.	Both	17	14.16
Total		120	100.00

99labels.com and inkfruit.com (6.66%), fashionandyou.com (5.00%), crazeal.com and spanjobs.com (1.67%) and remaining 19.17 per cent is held by other websites which includes yathra.com, zabong.com etc.

4.8 Major brands of products purchased through e-marketing by consumers

The list of major brands under each category of product purchased through e-marketing service is shown in Table 4.14. Puma, Adidas, Reebok, Denim, Pantaloons, Lifestyle, John players, Peter England, Zovi, D and G, Woodland and Arrow are the major brands specified by consumers under apparel and foot wear category of product. Lakme, Oriflame and Lorel are the brands of personal care, beauty and health and perfumes product category. HP, Transcenda, Sony, Sandisk, Kingstone, Tataphoton, i-ball and Philips are the brands of pen drive, Dell, Sony, Lenovo, Philips are the brands of computer and accessories of computer and Nokia, Samsung, Philips, Micromax, Blackberry, HTC are the brands of mobile, all these come under electronic and electronic accessories.

4.9 Documenting the perception and constraints of consumers

4.9.1 Perception about e-marketing among consumer

The perception for e-marketing among consumers is given in Table 4.15. In this table, there are nineteen statements which are assigned with five ratings as “strongly disagree”, “disagree”, “undecided”, “agree” and “strongly agree”. Majority of the statements were rated under “agree” rating with different percentages which includes round the clock trading (45.83%), products on the website were exactly represented (55.00%), The same products shown on the website were delivered (55.00%), Product delivered within stipulated time (54.17%), Choice for selection of product on website (55.00%), Immediate response for queries related to product and /or service (47.50%), Competitive prices on online shopping

Table 4.13: Website preferred to purchase through e-marketing by consumers

Sl. No.	Websites	Number of consumers	Percentage to total
1.	www.flipkart.com	73	60.83
2.	www.snapdeal.com	37	30.83
3.	www.myntra.com	20	16.67
4.	www.99labels.com	8	6.66
5.	www.inkfruit.com	8	6.66
6.	www.fashionandyou.com	6	5.00
7.	www.crazeal.com	2	1.67
8.	www.spanjobs.com	2	1.67
9.	Other	23	19.17

Table 4.14: Major brands purchased under each category of product through e-marketing

Sl. No.	Type of product	Major brands	
1.	Apparels and foot wears	Puma, Adidas, Reebok, Denim, Pantaloons, Lifestyle, John players, Peter England, Zovi, D and G, Woodland and Arrow	
2.	Books and movies, music, CD, DVD	All kind of books	
3.	Personal care, Beauty, Health, and perfumes	Lakme, Lorel, Oriflame	
4.	Electronics, mobiles, pen drives, computers and computer accessories	Pen drives	HP, Transcenda, Sony, Sandisk, Kingstone , Tataphoton, i-ball and Philips
		Computer and accessories of computer	Dell, Sony, Lenovo, Philips.
		Mobiles	Nokia, Samsung, Philips, Micromax, Blackberry, HTC

**Table 4.15: Perception about e-marketing service among consumers
in Bangalore city**

Sl. No.	Particulars	Strongly disagree	Disagree	Undecided	Agree	Strongly Agree
1.	Round the clock trading	3 (2.50)	8 (6.67)	36 (30.00)	55 (45.83)	18 (15.00)
2.	Products on the website were exactly represented	0 (0)	7 (5.83)	30 (25.00)	66 (55.00)	17 (14.17)
3.	The same products shown on the website were delivered	0 (0)	7 (5.83)	24 (20.00)	66 (55.00)	23 (19.17)
4.	Product delivered within stipulated time	3 (2.50)	6 (5.00)	19 (15.83)	65 (54.17)	27 (22.50)
5.	Choice for selection of product on website	0 (0)	4 (3.33)	20 (16.67)	66 (55.00)	30 (25.00)
6.	Immediate response for queries related to product and /or service	1 (0.83)	12 (10.00)	35 (29.17)	57 (47.50)	15 (12.50)
7.	Competitive prices on online shopping	4 (3.33)	6 (5.00)	25 (20.84)	64 (53.33)	21 (17.50)
8.	Provision for sufficient information about product and / or services on website	0 (0)	3 (2.50)	25 (20.83)	69 (57.50)	23 (19.17)
9.	Easily completed transaction	0 (0)	7 (5.83)	24 (20.00)	68 (56.67)	21 (17.50)

10.	Security features provided by website	0 (0)	9 (7.50)	31 (25.83)	56 (46.67)	24 (20.00)
11.	Exchanging provision for product / or service within stipulated time	6 (5.00)	16 (13.33)	41 (34.17)	49 (40.83)	8 (6.67)
12.	Discounts and offers provided as per details on website	0 (0)	2 (1.67)	27 (22.50)	73 (60.83)	18 (15.00)
13.	E-marketing is cost effective	2 (1.67)	7 (5.83)	24 (20.00)	65 (54.17)	22 (18.33)
14.	Familiarity about the product and/or service among the company employees to answer the queries	0 (0)	0 (0)	33 (27.50)	65 (54.17)	22 (18.33)
15.	Misuse of credit/debit card	17 (14.17)	39 (32.50)	36 (30.00)	22 (18.33)	6 (5.00)
16.	Fun giving experience on e-marketing purchase	5 (4.16)	14 (11.67)	45 (37.50)	48 (40.00)	8 (6.67)
17.	E-marketing service enhance purchasing frequency	1 (0.83)	5 (4.17)	35 (29.17)	67 (55.83)	12 (10.00)
18.	Company's good interaction with customers after sales service	3 (2.50)	6 (5.00)	44 (36.67)	59 (49.16)	8 (6.67)
19.	Money back offer (for non-satisfactory product/ service	7 (5.83)	13 (10.83)	44 (36.67)	45 (37.50)	11 (9.17)

(53.33%), Provision for sufficient information about product and / or services on website (57.50%), Easily completed transaction (56.67%), Security features provided by website (46.67%), Exchanging provision for product / or service within stipulated time (40.83%), Discounts and offers provided as per details on website (60.83%), E-marketing is cost effective (54.17%), Familiarity about the product and/or service among the company employees to answer the queries (54.17%), Fun giving experience on e-marketing purchase (40.00%), E-marketing service enhance purchasing frequency (55.83%), Company's good interaction with customers after sales service (49.16%) and Money back offer (for non-satisfactory product/ service) is with (37.50%). Whereas Misuse of credit/debit card statement holds "disagree" rating with 32.50 per cent.

Overall perception about e-marketing is furnished in Table 14.16. Majority (85.00%) of the consumers belonged to medium perception level, followed by low perception with 8.33 per cent and high perception with 6.67 per cent.

4.9.2 Constraints faced in using e-marketing by consumers

The constraints faced by consumers in using e-marketing service expressed by consumer are provided in Table 4.17. There are 14 constraints took for the study which are assigned with three ratings as "frequently" occurring, "rarely" occurring and "never" occurring. Majority of the constraints were rated as rarely occurring with differing percentages which includes the problems like internet problem (65.84%), power problem (71.67%), account security problem (51.67%), Lack of product's clear information (58.33%), less choices on company website (58.33%), delivery defaults (53.33%), wrong product display (50.00%), delay in delivery (65.00%), customer query service (51.67%), exchange service (50.00%), security in providing sensitive information credit /debit card number (51.66%), customer relationship management (49.17%). Whereas the statements Mode of payments and Product change at

Table 4.16: Overall perception about e-marketing service among consumers in Bangalore city

Variable	Level of perception	Number of consumers	Percentage to total
Over all perception Mean= 3.73 Standard Deviation= 1.68	Low < 2.85	10	8.33
	Medium 2.85-4.55	102	85.00
	High > 4.55	8	6.67

Table 4.17: Constraints faced in e-marketing by consumers

Sl. No.	Problems	Frequently	Rarely	Never
1.	Internet problem	19 (15.83)	79 (65.84)	22 (18.33)
2.	Power problem	10 (8.33)	86 (71.67)	24 (20.00)
3.	Account Security problem	8 (6.66)	62 (51.67)	50 (41.67)
4.	Lack of product's clear information	5 (4.17)	70 (58.33)	45 (37.50)
5.	Less choices on company website	9 (7.50)	70 (58.33)	41 (34.17)
6.	Delivery defaults	3 (2.50)	64 (53.33)	53 (44.17)
7.	Wrong product display	7 (5.83)	60 (50.00)	53 (44.17)
8.	Product change at delivery (fail to deliver the same product seen in the website)	1 (0.83)	58 (48.33)	61 (50.83)
9.	Delay in delivery	6 (5.00)	78 (65.00)	36 (30.00)
10.	Customer query service	14 (11.67)	62 (51.67)	44 (36.67)
11.	Exchange service	9 (7.50)	60 (50.00)	51 (42.50)
12.	Mode of payments	5 (4.17)	54 (45.00)	61 (50.83)
13.	Security in providing sensitive information credit /debit card number	5 (4.17)	62 (51.66)	53 (44.17)
14.	Customer relationship management	9 (7.50)	59 (49.17)	52 (43.33)

delivery (fail to deliver the product what you saw on the website) held “never” occurring problem ratings with 50.83 per cent.

4.9.3 Experience about e-marketing service among consumers

E-marketing consumers asked to share their experience about marketing on internet. They were given with two opinions “e-marketing is cumbersome to use” or “not cumbersome to use” as represented in Table 4.18. Majority (70.00%) of the consumers said that e-marketing is non-cumbersome to use and 14.18 per cent consumers said cumbersome to use. Whereas, 15.83 per cent of consumers were not aware of e-marketing.

4.9.4 Other service used by consumers in e-marketing

The percentages of different e-services used by consumers were represented in Table 4.19. 23.33 per cent of consumer use ticket booking service, 22.80 per cent e-banking service, 16.67 per cent use phone recharging service and online bill payment, 8.33 per cent use online money transfer service and remaining 12.50 per cent mentioned the services like downloading software, games etc.

4.10 Institutions approached in case of fraud

In case of fraudulency on e-marketing, consumers approach various fraud regulating organisation and institutions is presented in table 4.20. The table indicated that the consumer court holds highest preference with 33.33 per cent followed by Business Intelligence Fraud Management Solution (13.33 %), National Check Fraud Centre (12.50%), FBI - Internet Fraud (FBI) and The Interbank card Centre (BKM) (14.57%). Consumers approaching Coalition against Insurance Fraud (CAIF) held 6.67 per cent and consumers with a reply of no idea held 7.50 per cent. Remaining 3.33 per cent of consumers prefer other institutes for fraud case.

Table 4.18: Opinion about e-marketing usage by consumers

Sl. No.	Opinion	Number of consumers	Percentage to total
1.	Cumbersome	17	14.17
2.	Non-cumbersome	84	70.00
3.	Don't Know	19	15.83
Total		120	100.00

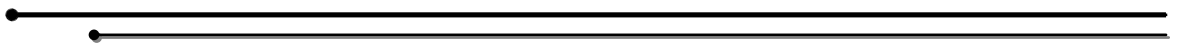
Table 4.19: Other e-service used by consumers in e-marketing

Sl. No.	Type	Number of consumers	Percentage to total
1.	E-banking	27	22.50
2.	ticket booking	28	23.33
3.	Phone recharging	20	16.67
4.	Online bill payment	20	16.67
5.	Money Transfer	10	8.33
6.	Others (downloading software, games)	15	12.50
Total		120	100.00

Table 4.20: Institution / Organisation approached for frauds by consumers

Sl. No.	Institution / Organisation	Number of consumers	Percentage to total
1.	National Check Fraud Centre (NCFC)	15	12.50
2.	FBI - Internet Fraud (FBI)	14	11.67
3.	Business Intelligence Fraud Management Solution (BIFMS)	16	13.33
4.	Coalition Against Insurance Fraud (CAIF)	8	6.67
5.	The interbank card centre (BKM)	14	11.67
6.	Consumer court	40	33.33
7.	Any other agency	4	3.33
8.	No idea	9	7.50
Total		120	100.00

Discussion



CHAPTER V

DISCUSSION

Results of investigation presented in the previous chapter are discussed in this chapter under the following heads:

- 5.1 General information about the customer
- 5.2 Formats of e-marketing and major players under each format
- 5.3 Computer operation knowledge among consumers
- 5.4 Internet surfing and usage among consumers
- 5.5 E-marketing service awareness among consumers
- 5.6 Product purchase and mode of payment in e-marketing
- 5.7 websites preferred for e-marketing
- 5.8 Major brands of products purchased through e-marketing
- 5.9 Documenting the perception and constraints of consumers
- 5.10 Institutions associated with fraud

5.1 General information about the customer

The socio-demographics characteristics and socio-economic characteristics influencing on customer's adoption level of e-marketing are discussed under following sub headings.

5.1.1 Socio-demographic classification of the customers

The socio-demographic classification of the customers includes information about age, gender, marital status, family type, earning member in the family and type of house of the consumers.

Majority (60 %) of the consumer respondents were males, followed by 40 per cent female consumers were interviewed for the study purpose. It showed that the rate of e-marketing service usage by male is more

than females. This finding was in accordance with findings of Waleed (2010) and Yuping Liu (2007) reported that more males were e-service adopter than females. As it could be seen in results that majority (80%) of the consumers were unmarried. It indicates that people seek for convenience and planned expenditure on marketing issues even they find time saving and cost effective ways and more choices to keep up their lifestyle to modern electronic era. According to findings, majority (83.33%) of the families are of nuclear type among interviewed consumers. Majority (45.83%) of the consumers are having 2 earning members in the family. It indicates that consumers of nuclear type of family oriented themselves for using e-marketing service. With an increase in double income households, people do have the tendency of saving money and time in this speedy and competitive world.

According to the results presented in previous chapter about the age of consumers, it is evident that majority (93.33%) of consumers who are using e-banking services were belongs to the age group of 18-30 years. Here it is interesting to know that better adoption of newer technologies such as e-marketing is most frequently found in younger generation. The result is similar to the findings of Yuping Liu (2007).

The education of consumers in the study reveals that majority of consumers using e-marketing service are post graduates, graduates and doctorates. This shows that newer ways of marketing and business operations are confined with educated consumers. It is noticeable that well educated people are aware of various marketing channels including electronic marketing and are better perceived in use of e-marketing. Young age couple with better education has made consumers to increase their usage of electronic marketing services. According to Li, Kuo and Russell (1999); Sin and Tse (2002) and Jianwei Hou and César Rego

(2002) studied that high income and education level are more likely to matter the purchasing behaviour on online.

The online consumer classification according to profession showed usage level is more in employee group followed by student and other profession group. Consumers with good profession are well aware of e-marketing and other time saving electronic services.

The results on monthly income of consumers shows that usage of e-marketing service is more among the consumers whose monthly income is between Rs. 10,000 to Rs. 50,000 followed by the consumers earning more than Rs. 1 lakh. It indicates that people prefer to use the cost and time saving marketing ways in this electronic era.

5.2 E-marketing formats and major players

E-marketing is broadly divided into eight formats as shown in the table 4.6. The formats may obtain similar meaning with each other but they vary in their task. For each format of e-marketing, major players are mentioned.

5.3 Computer operation knowledge among consumers

As per the study in computer operation knowledge among consumers, it is found that all of the respondents have the computer knowledge and do they possess the personal computer majorly the laptop followed by the desktop. It indicates that computer become mandatory paraphernalia for each and every one, it may be for the personal use or for the business purpose.

5.4 Internet usage among Consumers

The study revealed that majority (85.33%) of the consumers have internet connection but the purpose of internet usage varies based on

the profession may be for the personal or business purpose. Home and office are the major access points. This denotes that the consumers prefer to use electronic marketing service because of its versatile features saving time and money saving and availability of various brands of a single product unlike traditional marketing. The results of this study is similar to Jianwei Hou (2002), Peterson, Balasubramanian and Bronnenberg (1997) and, Varadarajan and Yadav (2002) who reported that internet has been viewed as a marketing channel, a new advertising medium, and a communication platform. Internet has been accepted by broad consumer segments for various purposes, such as information search and online purchasing.

5.5 E-marketing awareness among Consumers

The study reveals that consumers have cent per cent awareness about e-marketing service is hundred per cent among the consumers. From last 3-4 years large number of consumers became familiar with the internet marketing services. Majority of the people preferred offline marketing channel (going to shop and spot purchasing). As Internet does not have the social interactivity, that is, lack of interaction between a customer and sales associate. The findings are similar to Alba *et. al.* (1997) and Tauber (1972) studies.

It is evident from the studies that majority of consumers wish to purchase occasionally through internet followed by monthly and fortnightly. This may be because of ready availability of electronic marketing service and satisfaction with cost effectiveness on product or service and customer interaction services. Yuping Liu (2007) studied frequency of marketing using correlation regression. Jianwei Houa and Cesar Regob (2002) Ingene (1984) also studied on shopping time and results of his study showed that voluntary time of shopping enhanced the consumers control over purchasing power. Daily usage of

e-marketing service is noticed among business people because of their routine business interaction with customers through internet. According to the research by Bulkely and Carlton (2000), the majority of Internet shopping behaviours consist of one-time purchases, which is mainly according to consumer's different shopping motivations, such as convenience.

5.6 Product purchase and mode of payment through e-marketing

Products like Books, CD and DVD, perfumes and health and beauty care products are the highest marketed products on electronic media when compared to other products like apparels, electronic accessories. It indicates that the emerging new technology is found to be more attracted towards the young generation because of its efficiency and cost and time saving feature. Even when e-banking service is penetrated at each corner electronic marketing consumers preferred to cash on delivery (COD) mode of payment. This shows that consumers prefer to pay only after the product is delivered to their door to avoid any fraudulency with the service. According to Stewart and Pavlou (2002) and Yuping Liu (2007) studies, it is reported that consumers with high interaction readiness are more willing to engage in interactive activities on the internet and to incorporate the internet more fully into their daily communication routine further it is expected that these consumers will be more likely to prefer the internet as the channel for communicating with firms. The present findings are analogous to the report of Cherie Keen *et al.* (2002).

5.7 Preferred website for e-marketing

Internet provides hundreds of websites for e-marketing service for the consumers. For the study more familiar websites were taken, among all flipkart is the highest preferred website followed by websites like snapdeal, myntra, inkfruit. The users may prefer the websites which

provide them the best services like discounts and offers on products and services, better delivery services, improved customer relationship management and wide range of product availability on website making them to choose the best.

5.8 Major brands of products purchased through e-marketing.

Major brands of different product category are depicted in Table 4.10. As per the e-marketing user's response Adidas, Puma, Peter England and John Players are the major brands marketed on websites under 'apparels and footwear' product category. Similarly, for 'beauty and health care' products Lakme, Lorel and Oriflame brands are in the lead. In electronic and electronic accessories product category, brands like Samsung, Nokia (Mobile) Dell, HP, Sony, Acer (Computer) Canon, Sony, Nikon (Camera), LG, Videocon (Refrigerator) are said to be marketed majorly on online. It gives a picture about e-marketing service distribution all over the world. Various studies reported that e-marketing have a history of decades, which reveals e-service existence around each corner of the world.

5.9 Documenting the perception and constraints of consumers

Perception about e-marketing was examined among the consumers using mean and standard deviation technique. Consumers were asked to assign a rating to the perception statement according to their view. Almost all of the statements were rated as agreed by the consumers. This finding depicts that overall level of perception about e-marketing among the consumers is fair with 85.00 per cent. Product's information, round the clock availability of the service, discounts on products and services, security aspects, customer relationship are the satisfied features among e-marketing consumers. This indicates the e-marketing service is significant for business. Presumed reason for medium perception is that the technology is still in its infancy stage the perception rate might be

medium. The studies on Zhilin *et. al.* (2004), Cho and Park (2001) and Lepkowska (2002) quoted the same features like content, accuracy, timeliness, ease of use, security, satisfaction, products varieties and convenience are the rationale behind a consumer to go for online services. Alba *et al.* (1997) Klein (1998) and, Peterson, Balasubramanian and Bronnenberg (1997) also focused on perceptual attributes indicating that the internet can be as effective as or even more effective than traditional transaction channels to deliver useful information to consumers.

The constraints faced by consumers in e-marketing were studied by using likert scaling technique. The consumers were asked to rate the constraint based on the extent of occurrence as frequently occurring, rarely occurring or never occurring. By calculating percentage it is found that internet accessibility, power problem and delay in delivery are the major problems which occur frequently followed by other problems like exchange service, mode of payment, security problem, lack of product's clear information which are rated as rarely occurring problems.

E-marketing service experiences differently to its users. When respondents are asked to share their experience about e-marketing, majority of the respondents found it as non-cumbersome service to use. Only few said that it is cumbersome experience to use. Similar results were found in Rice (1997) study saying that in addition to the impact of trust and perceived risks associated with online shopping, enjoyment of the online shopping experience is also an important determinant of retaining online shoppers. There are various services are used by consumer other than e-marketing. Consumers are asked to mention the different e-service they use, many of the respondents said services like e-banking, mobile recharging and ticket booking, bill paying, shopping and social networking. This depicts that consumers show positive attitude

towards new emerging technologies like electronic service. Studies of Yuping Liu (2007) revealed that the interaction readiness concept and the IRSCALE contribute to the literature by identifying specifically consumers' tendency to engage in interactive activities online and at the same time taking into consideration individual disposition toward social interaction.

5.10 Organisations associated with fraud

Under the fraudulency case consumers consult various institutions. For the when consumers are asked to rank the institutions, majority of the consumers given highest priority for “consumer court” followed by Business Intelligence Fraud Management Solution (BIFMS), National Check Fraud Centre (NCFC), The interbank card centre (BKM), and Coalition Against Insurance Fraud (CAIF).

Summary & Conclusion

CHAPTER VI

SUMMARY AND CONCLUSION

Practice makes perfect. This is especially true of Web-based marketing. When the internet began as a network expansion, it could as a link between all individuals, businesses, universities and governments to act. Throughout the previous decade, shopping done through the internet has become more common in the highly developed world and the practice is becoming larger in the initial economies, although at a low rate of speed and the process of growing has been actually perceived as a strange event

Electronic marketing (e-marketing) has witnessed extensive growth. Dozens of internet-only companies have surfaced in many industries and numerous conventionally-operated companies have adopted the Internet. Accordingly, competition among online companies has become rigorous. Most on line companies publish price information and feature price in their advertising campaigns. E-marketing, as it is one of the fastest growing fields in e-business which has the potential to become a platform for small business firm to compete with big business even though they don't have the infrastructure and resource. Electronic marketing (E-marketing) has brought many unique benefits to marketing, including the capability of reaching to the great amount of consumers who scattered all around the world.

Electronic marketing is an improved version of the traditional business practices which was been taking place for years but provides online marketing and business transactions through communicating with customers and provide value to customers. There are many different ways in which we can define electronic marketing but in simple ways electronic marketing is a combination of both internet and

communication which provides customer with secure online transaction. Electronic marketing a channel which you can communicate with customers and do marketing in digital technology. Comparing to traditional marketing technique electronic marketing provides a real time communication between customers and companies through an interactive online website. This gives a cutting edge for a firm in creating a customer relationship management and a long term supply chain management.

The concept of marketing has entirely changed after the arrival of internet industries were slowly using internet for their day to day business and it became an integral part of an industry. Internet made the big business and the small and medium business see through a single window and was able to reach almost every person on this planet. The arrival of internet in the end of 80s gave way to the creation of many technology which was embraced by industries. One of the techniques which internet has provided to the industry is electronic business. It is a process in which an industry conducts business online. The arrival of this technology changed entirely the geographic position of both big industries and small and medium industries.

The concept e-marketing has given small and medium business cutting edge than that for big business. As far as big businesses are concern it is another marketing technique which will be used to market their product all across the world. But for small and medium industries it created a rare opportunity that it never thought about it. Electronic marketing gave SMEs to compete with big industries in marketing their product across the world. Electronic marketing is a surprise gift for small business enterprises to engage with big business and to compete with them equally on all fronts. What electronic marketing has done is that it made every business competitive and gave chance to everyone in the

global market. This technology has transformed almost every local and regional business into a global business. It is becoming obvious that every new business is built with an electronic business concept.

E-marketing is becoming the critical point in the success of a company no matter what is the size of a company. But e-marketing has been very successful among small and medium enterprises than the big enterprises. The most important about electronic marketing is the rate at which it has improved in a short period of time. Even though internet has been in use for some time the concept of electronic marketing started to get into shape in 2000s and it has risen to newer heights every year. Many people started to trust the internet for online purchases and believe that it is safe and secure to do business over the internet and the product are delivered to their homes instead people going to shops and buying the products. The important thing is electronic marketing has made life easy for both customers and the service providers.

E-marketing has not only provided small business opportunities it has also given customers more choice and different type of products all over the world. In traditional marketing customers were limited to number of different brands they can choose from but after the emergence of e-marketing customers were able choose from a wide range of brands and products all over the world. It gave customers more power and made business more competitive. In order to attract customers and retain the existing customers the small and medium business were forced to reduce the price to be competitive and got the suggestions from customers while selling a product online and it created customer relationship management and made a value for each customer.

The awareness among the employees about the e-marketing are pretty much high as they see this has got great potential in the future and every small business in this case study wants to adopt the concept

of e-marketing fully in near future. The concept of e-marketing has well reached in the developing nations like India and china where the economy is booming. The concept of e-marketing once only heard in developed nations has reached even developing nation which has a pretty big market for the small business to embrace and adapt e-marketing into every small business enterprise in developing nation.

The main importance of E-Marketing:

- The competitiveness of e-marketing to make small and medium business compete with big players.
- E-marketing gives more option to customers while choosing a product.
- The ability to create brand identity to small and medium business enterprises.
- The performance of e-marketing in small and medium business within a short span of time.
- E-marketing has become a key success factor to small and medium enterprises which do not have infrastructure and resource that of big players.

In this context, the present study was conducted to know the perception of consumers about e-marketing in Bangalore city with following specific objectives.

6.1 Specific objectives of the study

1. To assess the different formats in e-marketing and major players under each format,
2. To analyze the factor which influence the consumer preference for e-marketing and

3. To analyze the constraints of e-marketing.

6.2 Methodology

The area considered for the present study was Bangalore city. The sample for the study consisted of 120 respondents. The primary data required for the study was collected through pre tested schedule and the data was collected from consumers from different locations using convenient sample technique. Secondary data regarding the formats of e-marketing and major players under each format were got from various published sources and websites.

The measure of central tendency was employed for estimating the percentage of consumer's socio and economic characteristics, computer knowledge among consumers, internet operation knowledge, other e-services used, fraudulent institutions consulted for fraud case and constraints faced while e-marketing. Overall perception about e-marketing was measured by mean and standard deviation.

6.3 Major findings

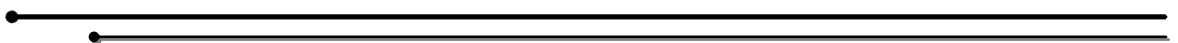
- E-marketing service is used by males (60.00%), middle age (93.33%), above graduates (91.00%), employees (54.17%) and middle income group (65.00%).
- Consumers have cent per cent knowledge about computer. 94.17 per cent of the consumers possess personal computer and majority (71.68%) is of laptop.
- Majority (85.83%) of the consumer have internet connection, 50.49 per cent consumers said that they use internet for personal purpose and 22.33 per cent for academic purpose.
- Office and home followed by college campus are the generally preferred internet accessing points.

- E-marketing awareness among consumers was hundred per cent.
- Offline marketing is the most (44.17%) preferred marketing channel.
- 45.83 per cent of the consumers preferred to buy occasionally through e-marketing service.
- Books, CD and DVD are the highest (54.17%) products sold on the electronic market followed by beauty and health care products.
- Cash on delivery (COD) is most (56.67 %) commonly preferred mode of payment.
- Flipkart.com, snapdeal.com and myntra.com are the top most website preferred for e-marketing services by consumers.
- Choices for selection of product on website, product delivered within stipulated time, security features provided by website, discounts and offers provided as per details on website, the same products shown on the website were delivered, competitive prices on online shopping and products on the website were exactly represented, are the strongly agreed and highest rated perception statements.
- 85% of consumers have fair perception on e-marketing.
- Customer relationship management, delivery defaults technical services and account security are the major problems
- Seventy per cent of the consumers said e-marketing service is entertaining in its usage.
- E-ticket booking, e-banking, online bill payment and mobile recharging are other e-marketing services used by consumers.

Unique Feature of Indian E-marketing

- Majority of the Indian e-marketing users prefer the cash on delivery (COD) mode of payment.
- Quite susceptibility to security.
- In case of any defaults and any offence/legal abuses proper justice is not provided.
- Still we didn't come out of the quote "seeing is not believing".

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CHAPTER VII

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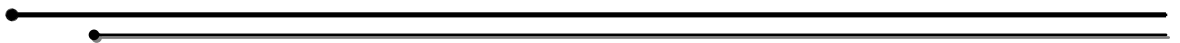
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Appendix



APPENDIX

“Consumer Preference for e-Marketing in Bangalore City”

Interview Schedule

Date: _____

“The information provided by you will be kept confidential and will be used only for research purpose”

I. General Information:

1. Name of the respondent:
2. Place:
3. Age:
4. Gender:
5. Marital status: Married/Unmarried
6. Family composition: Nuclear family/ Joint family

Male	Female	Children	Total

7. Education level:

PUC below		PUC		Diploma		Graduation		Post graduation	
Doctorate									

8. Occupation:

Business		Teacher/ Professor		Employee		Homemaker	
Others		Student					

Note: Others include BPO, shop keepers etc.

9. Earning members in the family.....

10. Monthly income (from all the sources) :
 <10,000/ 10,000-50,0000/ 0.5-1 lakh/ >1 lakh

II. Essentialities of E-marketing

11. Do you know the operations of computer?
Yes / No
12. Do you possess Personal computer?
Yes / No If Yes, Desktop/ Laptop
13. Do you have internet connection?
Yes / No If Yes
 a. For what purpose you are using internet

14. Are you familiar with internet operation?
Yes / No
15. Where do you access internet?
College/ Office/ Cybercafé/ Home/ Other places
16. Are you aware of electronic marketing (e-Marketing)
Yes/ No
17. Which type of marketing channel you prefer?
Marketing through internet/ Going to shop and marketing /
Any other means
18. Since how long have you been using the internet as one of your
purchasing channel?
.....
19. Which category of products do you market on internet
 - a. Apparels and foot wears.
 - b. Books, movies, music, CD, DVD etc.
 - c. Electronics, mobiles, pen drives, computers and computer accessories.
 - d. Body care, health, beauty and perfumes.
 - e. Others (specify).....
20. Frequency of marketing through internet: Daily/ Two days
once/Three days once/ Weekly/ monthly

21. Which are the major Products and their brands you purchased thro' e-marketing?

.....

22. Frequency of marketing through internet?

Sl. No.	Category of product	Frequency of marketing
1.	Apparels and foot wears	
2.	Books and movies , music, CD, DVD	
3.	Personal care, Beauty, Health, and perfumes	
4.	Electronics, mobiles, pen drives, computers and computer accessories	
5.	Others(specify)	

23. Which mode of payment do you prefer

- Cash on delivery
- Payment through debit / credit card
- Any other (specify)

24. Top most websites you prefer for e-Market

- www.snapdeal.com
- www.99labels.com
- www.myntra.com
- www.inkfruit.com
- www.fashionandyou.com
- www.flipkart.com
- www.crazeal.com
- www.spanjobs.com
- Any other (specify)

25. Perception of the respondents about e-marketing service

Sl. No.	Particulars	Strongly Disagree	Disagree	Undecided /Neutral	Agree	Strongly Agree
1.	Round the clock trading					
2.	Products on the website were exactly represented					

3.	The same products shown on the website were delivered					
4.	Product is delivered within the stipulated time					
5.	There is choice for the selection of product on the website					
6.	The questions /queries related to products and services are answered immediately					
7.	Prices are competitive on online shopping					
8.	Website provides the required information about the product/service					
9.	Transactions are easily completed					
10.	The website provides secrecy / security features					
11.	There is a provision for exchange of products within the stipulated time					
12.	Company provides discounts and offers as per the details on the website					
13.	Do you feel e-marketing is cost effective					

14.	The company employees have good knowledge about the product / service to answer the queries					
15.	Will the company misuse personal information with respect to credit/debit card					
16.	Do you feel marketing on the website (internet) is fun giving					
17.	Purchasing frequency enhance from e-marketing service					
18.	After sales service, company's interactions with customer are good					
19.	Do you avail money back policy if you are not satisfied with the product/ service					

26. Constraints faced in using e-marketing services

Sl. No.	Problems	Frequently	Occasionally	Rarely	Not
1.	Internet problem				
2.	Power problem				
3.	Account Security problem				
4.	Lack of clear information about the products				
5.	Less choices on the company website				
6.	Delivery defaults				
7.	Wrong display of the product				

8.	Change in product while delivery (fail to deliver the product what you saw in the website)				
9.	Delay in delivery				
10.	Customer query service				
11.	Exchange service				
12.	Mode of payments				
13.	Security in providing sensitive information credit /debit card number				
14.	Customer relationship management				
15.	Any other (Specify)				

27. In case of any fraudulency which agency do you consult?

National Check Fraud Centre,

FBI - Internet Fraud,

BIFMS (Business Intelligence Fraud Management Solution),

CAIF (Coalition Against Insurance Fraud),

BKM (The interbank card centre),

Any other agencies (specify)

.....

28. Is e-marketing services are cumbersome to use?

Yes/no/don't know

29. Which are the other e-services you use?

.....

30. Do you have any suggestions and comments about e-marketing services?