

# A Study on Customer Preference and Awareness towards Online Marketing in Coimbatore City

**Dr. D. Sathya Santhy**

Assistant Professor & HOD of Commerce, Department of Commerce, Cherran College for Women, J. J Nagar, Kangayam Main Road, Arasampalayam (P. O), Tiruppur-6410604, TamilNadu, India  
E. Mail: [sathyasanthy\[at\]gmail.com](mailto:sathyasanthy[at]gmail.com)  
Contact No: 9865553534.

**Abstract:** *The present study focuses about online marketing are the opportunity of electronic communication which is used by the marketers to approve the goods and the services towards the open market. The absolute principle of the online marketing is concerned with consumers and allows the customers to interact with the item for consumption by virtue of online media. This perspective concentrates on the magnitude of online promotion for both customers and marketers. The result of online marketing on the base of firm's sales.*

**Keywords:** Customer, Preference, Online, Marketing and Electronic System

## 1. Introduction of the Study

From this study have been analyzed to find out the digital advertising is often referred to as 'online selling, 'internet marketing' or 'web marketing'. The term online marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, online marketing has become the most common term, especially after the year 2013. Online marketing is an umbrella term for the marketing of products or services using online technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other online medium. The way in which online marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and online marketing for their marketing. Online marketing campaigns are becoming more prevalent as well as efficient, as online platforms are increasingly incorporated into marketing plans and everyday life, and as people use online devices instead of going to physical shop.

### 1.1 Scope of the Study

In the present competitive scenario and it will be as a practical guideline for the online marketing defining main terms and techniques of it. The outcome of this study will develop the understanding of main advantage and disadvantages of online marketing that would be useful for every company that wants to market their products in the internet and before wants to get acquainted with pros and cons of online marketing. As well as this the study would be useful for taking actions for those who already promote their products online but do not know what could be corrected and developed in order to achieve better results.

### 1.2 Objectives of the Study

- To find out the customer preference and awareness towards online marketing in the study area.
- To study the collision of online marketing and awareness about the competitive market.

## 1.3 Research Methodology

**Primary Data:** The research is done through observation and collection of data through questionnaires. **Secondary Data:** Secondary data is collected from journals, books and magazines to develop the theory.

## 1.4 Sources of Data

The study area is restricted to Coimbatore district. The sample size is determined as 100 respondent's opinion from the customers who presently purchasing products with a help of online marketing.

## 1.5 Sample Size and Technique

Sample size of the study is determined as 100 respondents. This study used convenient sampling method to select the sample respondent.

## 1.6 Statistical Tools Used

The following statistical tools are used for the purpose of analyzing the collected primary data.

- Percentage table

## 2. Review of Literature

According to HaritimaNegiRawat online marketing is the most growing in current scenario of Indian market. It will provide more opportunities for online purchase and customers in near future. The growth of the organized online marketing in the country will generate thousands of new jobs, which increase the income levels and living standards of people and make better products, and services, a better shopping experience and more social activities. According to Sunitasikri and Diptiwadhwa the Indian online shopping is growing rapidly over the last few years. Though the trade market however with the change of taste and preferences of consumers. SanjayManocha and Anoop Pandey states that the digital market is changing rapidly in India and a large scale investments made by foreign and domestic players in India. Market liberalization and changing consumer taste,

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preferences and behavior have shown the retail transformation. India is witnessing changing life styles, increased incomes, the demographic variability's and energetic democracy.

### 3. Analysis and Discussion

The research survey is conducted in order to analyze the various factors.

**Table 1.1:** Demographic Profile of the Online Customers

Details	Category	Number of Respondents	Percentage of Respondents
Gender	Male	39	39%
	Female	61	61%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Age	Below 18 Years	25	25%
	19-30 years	33	33%
	31-45 years	25	25%
	Above 45 years	17	17%
	<b>Total</b>	<b>100</b>	<b>100%</b>
Profession	House Wife	29	29%
	Employee	35	35%
	Business	20	20%
	Students	10	10%
	Any other	6	6%
<b>Total</b>	<b>100</b>	<b>100%</b>	
Monthly Family Income (in Rs.)	Below 10000	21	21%
	10001-20000	25	25%
	20001-40000	45	45%
	Above 40000	9	9%
<b>Total</b>	<b>100</b>	<b>100%</b>	

Source: Computed Primary survey 2022

From the above table indicate that the various factors have been analysed to find out the online marketing users in the study area. 39 % of Male genders are mostly willing to buy and 61% of Female genders are only importance to buy used online purchase. In majority of 19 to 30 years of age group 35% people most preferable to online marketing. As the above table depicts that different employee prefer to buy online purchase and also 20001 < 40000, 45% of income of the customer like to buying the online products.

**Table 1.2:** Awareness Of Online Shoppers

Particulars	Number of Respondents	Percentage of Respondents
Having knowledge about online shopping	89	89%
Not having knowledge about online shopping	11	11%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Computed Primary survey 2022

From the above table indicates 89 % of respondents are mostly Having knowledge about online shopping 89% and remaining 11% of respondents are Not having knowledge about online shopping in respectively.

**Table 1.3:** Availability of Online Information about Product

Particulars	Number of Respondents	Percentage of Respondents
Excellent	52	52%
Good	36	36%
Average	10	10%
Poor	2	2%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Computed Primary survey 2021

From the above table indicates 52 % of respondents to know and aware of online information about product.

**Table 1.4:** Reasons for Choosing Online Shopping

Particulars	Number of Respondents	Percentage of Respondents
Wide variety of Products	20	20%
Easy buying Procedures	40	40%
Lower Prices	15	15%
Various Modes of Payments	17	17%
others	8	8%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Computed Primary survey 2022

From the above table indicates 40 % of respondents Easy buying Procedures and 60 % of respondents are Wide variety of Products, Lower Prices and Various Modes of Payments.

**Table 1.5:** Frequency of Online Purchasing

Particulars	Number of Respondents	Percentage of Respondents
purchase once Annually	15	15%
2-5 Purchases Annually	45	45%
6-10 Purchases Annually	25	25%
11 Purchases and above Annually	15	15%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Computed Primary survey 2022

The table consist of 2-5 Purchases Annually 45% frequently online purchasing and remaining 6-10 Purchases Annually 25%.

**Table 1.5:** Most Preferable Online Shopping Site

Particulars	Number of Respondents	Percentage of Respondents
Amazon	40	40%
Flipkart	35	35%
Snapdeal	15	15%
Meesho	6	6%
Others	4	4%
<b>Total</b>	<b>100</b>	<b>100%</b>

Source: Computed Primary survey 2022

The above table depicts that 40 % of the respondents most preferable to Amazon and remaining 35 % of them were preferable to flip kart.

### 4. Findings

- Online marketing have a greater future in the present market.
- Consumers are satisfied through purchasing online marketing.
- People find it safe mode of online purchase.

- Ratio of female customers is very high in online shopping that is 60%.
  - Awareness about online shopping is 100% among the respondents.
  - Income of respondents mainly falls in the range of Rs.20,001 to Rs.40,000 that is 45%.
  - Employees of various companies are purchasing more than others through online shopping that is 35%.
  - Most numbers of respondents that is 40% feels that online shopping have simple buying procedures; others feel that they can have a broad variety of products, products with lower price, a variety mode of payments etc.
  - 52% of respondents feel that availability of online information about Product & Services is outstanding.
  - 45% of the respondents purchase the products 2 to 5 times annually.
  - 40% of the respondents Amazon online site is best
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## 5. Suggestions

- Improve technical advancement in promotion of online marketing.
- Collect and implement the feedback provided by the consumer in the right way.
- Provide a transparent and good service to the consumer before and after purchase.
- Creating awareness among the people about online marketing.
- Complete description need to provide about the product to the online shoppers.

## 6. Conclusion

Online marketing develops continuously with the web. It is to be expected that more and more subforms of online marketing will emerge. It is important that advertisers do not always consider only one method for their measures, but also combine different forms of marketing depending on their efficiency. The digital data streams can be analyzed very well and used for optimization. In the future, Big Data will play a major role here. Virtual reality is also predicted to have a major influence on the entire industry. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e-mail and lot other to support company and its products and services. Online marketing may achieve something more if it considers consumer desires as a peak priority.

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