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Product factors of E marketing in New Delhi

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Abstract: ***The E marketing is rapidly changing the nature of market and marketing. By creating a new marketing of opportunities, it requires the unit to reshape segmentation and positioning strategy and the marketing mix. In this study the element of marketing mix namely the products were studied. Each element was analysed on the basis of category that influence effectiveness of E marketing:***

Keywords: E marketing, effectiveness, Product, Analysis, website

1. Introduction

E marketing is an emerging area and possess many question popular as well as scholarly literature is full of emerging opportunities and challenges because of the advent of the Internet and the World Wide Web. The study is confined to the E marketing activities of the consumer durable in New Delhi. E-business is a broader in nature and in truth many more aspects of the business. The marketing focuses including many more aspects of the business. E marketing focuses mainly on selling. But this study analysed the commercial applications of the Internet from point of view of the marketer. This study focuses mainly on the business to consumer B2C segment. The economic magnitude of the B2B transaction is estimated to be substantial higher than the B2C transaction. However this study focuses only on B2C context while the rest of the segments do not come under this jurisdiction.New trends of doing business online to attract customers to suffering online to evaluate the services or products of an organisation has lead organisations to use E-marketing tools to deliver their messages to customers. The trend to market products online with a blend of online and off line strategies has produced success to companies that are using E-marketing strategies to execute their business in virtual business environment that has no boundaries. However, the concept of internet marketing merely does not full of advantages but some negatives appear alongside the advantages of internet marketing. A careful debate on the topic of internet marketing indicates as defined by Burrett (2008, p. 44) that virtual marketing is a strategic process that enable organisations to "carefully targeting users and getting them to interact with you while they are engaged with the most personal, intimate medium ever invented." Internet has given more power to control and decide on the basis of information available on internet (Belch and Belch, 2009).TThe concept of ease and convenience as highlighted by Haver (2008, p. 2) "today's younger, more 'green' shoppers aren't going to waste precious money and gas going from store to store looking for just the right item. They shop on internet whenever they can, narrowing their choices to one or two items then go to the store to touch, feel, bounce and check out the actual product to see if it looks the way it was represented internet ." These concepts of ease in shopping have lead organisations to launch their own websites to attract customers to explore their products in details and to evaluate the reliability and quality of their products. Burnett (2008) argues that the purpose behind launching a website does not merely to provide information about organisational products to customers but to attract and convince customers to buy products by knowing product specification, characteristics and benefits. It is a paramount aspect of internet marketing to increase customers' strength. Internet marketing enables organisations to do business in a market that has no geographical boundariesT2.1 To study the profile of E- marketing in New Delhi T2.2 To examine and analyse the performance of E marketer with the reference of electronic, Textile and jewellery.T3 To suggest measures for improving E-marketing in New Delhi

2. Hypothesis

2.1 The study units with branches and without branches do not influence E marketing
2.2 Sales of products like electronics, textile and jewellery through a marketing was not effective
2.3 Product factors like demand, sources and brand loyalty do not influence the marketing.

3. Methodology

This is an exploratory research conducted on the companies who transact electronically on product like textile, Jewellery and consumer electronics. The study is charaterised by the flexibility and informality is very little knowledge is available about the problem. For the study nonprobability sampling method was used where the chance of any particular unit in the population selected was unknown. The companies in New Delhi selling the product through E marketing are many numbers in Delhi and it's near places. So the study area was confined only to New Delhi. The company selected for the studies were confined from the point of you of the product like Textile jewellery and electronics.

4. Sources of data

The study was done with analysis based on both primary and secondary data. Primary data pertaining to demographic and social economic characteristics of the companies and the attributes, opinions, awareness and knowledge in the field of E marketing where obtained through survey technique. Structured questionnaire with direct, open end, close end multiple choice questions were prepared and appended to the chosen respondent who sold goods online. Secondary data

which help to execute the study was collected through various sources.

5. Analyses

5.1. Product Factors

The frequency table explain the sources of data mining the demand fluctuations like a historical sales data, consumer surveys, desk research; justification of the demand through the quality of product, expansion of market, consumer satisfaction; modification made in the product like Addition of new product, change in existing product or elimination of the old product; choices available on the websites; product availability, information about the nonavailability; web brand loyalty derived by the quality, consumer services, lowest price, speedy transaction; level of web and brand loyalty; extension of the product demand to the marketing for contacting the consumer to maintain the better relationship between the buyer and the seller, Awareness of the festive offer and maximum exposure Etc were explained. Cross tabulation was done with the stratums like nature of units classified as with branches without branches of different products sold by the company like electronics, jewellery and textile. This was followed by the categorical regression a neural classification analysis.

Table 1: Relationship between product factors versus effectiveness of E marketing for the units with branches

Independent Variables	Standardised Co efficient		Df	F	Sig.
	Beta	Std Error			
Sources of information to find the demand fluctuations X_1	-.222	.113	2	3.892	.032
Justification of product with demand X_2	-.339	.145	2	5.808	.008
Modification made to present product line X_3	-.335	.117	2	8.165	.002
Choices available on website for product X_4	.306	.103	2	8.762	.001
Availability of product X_5	-.571	.148	2	15.511	.000
Information about the non availability of product X_6	.342	.116	2	8.621	.001
Derivation of web brand loyalty of the product X_7	.237	.119	3	4.311	.012
Level of web Brand loyalty X_8	.447	.115	3	14.554	.000
Frequency of doing demand forecasting X_9	-.225	.103	3	5.668	.004
Extension of product demand dimensions through E marketing X_{10}	-.472	.108	4	19.009	.000
Reason for contacting The consumers X_{11}	-.311	.098	2	10.028	.000

Dependent Variables: Effectiveness of Online Marketing. Multiple R = .0868 F value=3.007df (27.29) P value <0.001 R Square = 0.737TY= -0222X_1 + 0.339X_2-0.335X_3-0.306X_4+0.581X_5-0.342X_6+0.237X_7+0.447X_8+0.225X_9-0.472X_{10}-0.311X_{11}T

The above equation described the independent variables such as the availability of the product(0.581) level of web brand loyalty (0.447) justification of product demand (0.349), derivation of web brand loyalty of the product (0.237) and frequency of the demand forecasting (0.225) had achieve greater heights and increase defectiveness of e marketing.

The result of F test revealed that the calculated significance of the regression coffee Shende of the independent variable like sources of information to data mine the demand fluctuation, derivation of the vibrant loyalty was valid at 1% level. The multiple R found to be 0.868 revealed that there exist a relationship of 86.8% between effectiveness of a marketing and the product factors in E marketing. The $R^2$of 0.737confirmed that,the Explanatory variable only explain 73.7 percent variations in the effectiveness of the è marketing (Table 1).

Finally, the F test shows the explained variations was highly significant at 1% level. The beta value of availability of the product was followed by level of web brand loyalty, justification product demand, derivation of the web brand loyalty of the product and frequency of doing demand forecasting were highly significant at 1% level. Other variables like extension of the product amount to the E marketing (42.2%) information about the nonavailability of products (34.2%), modification me to the existing product line(33.5%), reason for contacting the consumer (31.1%) and the choices available on the website (30.6%) shows the negative contribution which decreased the effectiveness of the marketing.

Table 2: Relationship between product factors versus effectiveness of E marketing for the units without branches

Independent Variables	Standardised Coeffecient		df	F	Sig.
	Beta	Std .Error			
Sources of information to find the demand fluctuations X_1	-.339	0.081	2	21.65.	0.000
Justification of product with demand X_2	-.156	0.075	2	4.958	0.009
Modification made to present product line X_3	-.144	0.069	2	5.018	0.008
Choices available on website for product X_4	-.272	0.075	2	12.185	0.000
Availability of product X_5	-.189	0.069	3	8.061	0.000
Information about the non availability of product X_6	.067	0.071	2	0.876	0.418
Derivation of web brand loyalty of the product X_7	.255	0.073	3	13.157	0.000
Level of web Brand loyalty X_8	.188	0.069	4	6.388	0.000
Frequency of doing demand forecasting X_9	.185	0.075	3	6.308	0.001
Extension of product demand dimensions through E marketing X_{10}	.264	0.074	4	12.966	0.000
Reason for contacting The consumers X_{11}	-.038	0.072	2	0.468	0.628

Dependent Variables: Effectiveness of Online Marketing. Multiple R = .664 F value=3.340 df (29,123) P value <0.001 R Square = 0.441T Y= -.339X_1 + 0.156X $_2$-.144X_3-0.272X_4-0.189X_5+0.067X_6+0.255X_7+0.188X_8+0.185X_9+ 0.264X_{10}-.038X_{11}T

The above equation described that the independent variable such as extension of product, demand through E

marketing(.264), frequency of the demand forecasting(.185) and level web brand loyalty (.255) had achieved greater heights and increase effectiveness of the E marketing.

The result of F test revealed that the calculated significance of regression coefficient of independent variables like information about the non availability of products and the reason for contacting the consumer were not valid at 1% level the multiple R found to be(.441) revealed that there exist a relationship of (44.1) percent between effectiveness of E marketing and the product factors in E marketing the R^2 of 0.441 confirmed that explanatory variable explains only 44.1% variation in the effectiveness of the E-marketing (Table 2)T

Finally, F test showed the explain variation was highly significant at 1% level. The beta value extension of the product demand through E-marketing was followed by frequency of doing demand forecasting, level of web brand loyalty which are highly significant and one percent level. Other variables like choices available on the website (26.4%) modification made to the existing product line (15.6%) and reasons of contacting the consumers (3.8%) showed the negative contribution and decrease the effectiveness of E-marketing.

Table 3: Relationship between product factors versus effectiveness of E marketing for the Units selling electronics

Independent Variables	Standardised Coeffecient		df	F	Sig.
	Beta	Std. Error			
Sources of information to find the demand fluctuations X_1	.401	.097	2	16.892	.000
Justification of product with demand X_2	.298	.103	2	8.011	.002.
Modification made to present product line X_3	-.320	.102	2	8.453	.001
Choices available on website for product X_4	-.254	.103	2	5.293	.011
Availability of product X_5	.632	.115	3	28.452	.000
Information about the non availability of product X_6	.255	.104	2	6.479	.005
Derivation of web brand loyalty of the product X_7	-.286	.128	3	5.295	.005
Level of web Brand loyalty X_8	-.370	.098	3	15.317	.000
Frequency of doing demand forecasting X_9	.078	.102	2	.517	.602
Extension of product demand dimensions through E marketing X_{10}	.457	.107	4	18.614	.000
Reason for contacting The consumers X_{11}	-.359	.108	2	9.676	.001

Dependent Variables: Effectiveness of Online Marketing. Multiple R = .664 F value=3.340 df (29,123) P value <0.001 R Square = 0.441T Y= $.401X_1$ + $.298X_2$ $.320X_3$ -$.254X_4$ $.632X_5$ + $.255X_6$ -$.286X_7$ -$.370X_8$ +$0.078X_9$ +.457 X_{10} -$359X_{11}$T

The above equation described that the independent variable such as extension of product, demand through E marketing (.457), frequency of the demand forecasting(.078) and level web brand loyalty (-.378) had negative contribution and deceased effectiveness of the E marketing.

The result of F test revealed that the calculated significance of regression coefficient of independent variables like information about the non availability of products and the reason for contacting the consumer were not valid at 1% level the multiple R found to be(.441) revealed that there exist a relationship of (44.1) percent between effectiveness of E marketing and the product factors in E marketing the R^2 of 0.441 confirmed that explanatory variable explains only 44.1% variation in the effectiveness of the E-marketing (Table 3)T

Finally, F test showed the explain variation was highly significant at 1% level. The beta value extension of the product demand through E-marketing was followed by frequency of doing demand forecasting, level of web brand loyalty which are highly significant and one percent level. Other variables like choices available on the website (45.7%) modification made to the existing product line (7.8%) and reasons of contacting the consumers (-3.78%) showed the negative contribution and decrease the effectiveness of E-marketing.

Table 4: Relationship between product factors versus effectiveness of E marketing for the Units selling textile

Independent Variables	Standardised Co efficient.		df	F	Sig.
	Beta	Std. Error			
Sources of information to find the demand fluctuations X_1	-.048	.095	2	.253	.778
Justification of product with demand X_2	-.141	.115	2	1.504	.229
Modification made to present product line X_3	-.269	.114	2	5.516	.006
Choices available on website for product X_4	-.193	.093	2	4.289	.017
Availability of product X_5	-.235	.100	3	5.501	.002
Information about the non availability of product X_6	.260	.099	2	6.953	.002
Derivation of web brand loyalty of the product X_7	-.434	.105	3	17.000	.000
Level of web Brand loyalty X_8	-.498	.095	4	27.443	.000
Frequency of doing demand forecasting X_9	.256	.095	3	7.212	.000
Extension of product demand dimensions through E marketing X_{10}	.256	.094	4	7.383	.000
Reason for contacting The consumers X_{11}	-.202	.098	2	4.298	.017

Dependent Variables: Effectiveness of Online Marketing. Multiple R = .664 F value=3.340 df (29,123) P value <0.001 R Square = 0.441T Y=$0.141X_1$ -$0.269X_2$.-X_3 -$193X_4$ -$0.235X_5$ + $.260X_6$ -$.434X_7$ -$.498X_8$ +$0.256X_9$ +.256 X_{10} -$.202X_{11}$T

The above equation described that the independent variables such as availability of product sources of information to data mine the demand for question extension of product demand through E marketing justification product demand and information about the nonavailability of product has had achieved a greater heights and increase the effectiveness on E marketing.

The result of F test revealed that calculator significance of regulation acquisition of the independent variables like frequency of doing demand forecasting was not valid and 1% level. The multiple are found to be revealed that there exist relationship of person between effectiveness all E marketing and product factors in the marketing we are square of confined that explain a tree wearable explain only percent in the effectiveness of the marketing (Table 4).T

Finally the F test showed that the explained variation was highly significant at 1% level. The beta value availability of the product was followed by extension of the product through E-marketing sources of information to determine the demand fluctuations, justification of product demand etc., were highly significant at 1% level. Other variable like reasons for contacting the consumer(35.9%), modification made to the existing product line 45.7% and choices available on the website -27.8% showed a negative contribution which decreased the effectiveness of E marketing.

Table 5: Relationship between product factors versus effectiveness of E marketing for the Units selling textile

Independent Variables	Standardised Co efficient		df	F	Sig.
	Beta	Std.Error			
Sources of information to data mine the demand fluctuations	-.563	.125	2	20.371	.000
Justification of product demand.	-.142	.136	2	1.096	.350
Modification made to existing product line.	.274	.097	2	8.078	.002
Choices available on website for product	.326	.111	2	8.602	.001
Availability of product	-.575	.245	2	5.490	.011
Information about the non availability of product	.139	.101	2	1.893	.172
Derivation of web brand loyalty of the product	.788	.136	3	33.684	.000
Level of web Brand loyalty	.278	.118	4	5.527	.002
Frequency of doing demand forecasting	.533	.123	3	18.783	.000
Extension of product demand through E marketing	-.429	.200	4	4.593	.006
Reason for contacting The consumers	-.767	.210	2	13.328	.000

Dependent Variables: Effectiveness of Online Marketing. Multiple R = .916 F value=4.680 df (28,25) P value <0.001 R Square = 0.737T Y= -0563$X_1$0.274X_2+0.326X_3-0.306X_4-0575X_5+0.139X_6+0.788X_7+0.278X_8+0.533X_9-0.429X_{10}-0.767X_{11}T

The above equation described that the independent variables such as derivation of web brand loyalty of the product (0.788) frequency of demand forecasting (0.533) and choices available on the website (0.326), level of web brand loyalty (0.278) and modification made to the existing product line (0.274) and had achieved greater heights and increase the effectiveness of E-marketing.

The result of F test revealed that the calculated significance of the regression coefficient of independent variables like justification of product demand and information about the non-availability of products were not valid at 1% level. The multiple R Found to be 0.916 revealed that there exist a relationship of 91.6% between effectiveness of E banking and the product factors in online marketing. The R square off 0.840 confirmed that the explanatory variable explained only 84% variation in the effectiveness of E banking (Table 5).

Finally the F test showed that the explained variation was highly significant at 1% level. The beta value of derivation of web brand loyalty of the product was followed by frequency of doing demand forecasting, choices available on the website etc., were highly significant at 1% level. Other variables like reasons for contacting the consumer 76.7%, availability of product 57. 5% and extension of product demand through E marketing 42.9%, showed a negative contribution which decreased the effectiveness of E marketing.

Table 6: Neural Classification Analysis of Product Factors.

Independent Variables	Weights	Rank
Sources of information to data mine the demand fluctuations	4.424	X
Justification of product demand.	13.3343	III
Modification made to existing product line.	12.262	IV
Choices available on website for product	6.857	VII
Availability of product	4.154	XI
Information about the non availability of product	7.127	VI
Derivation of web brand loyalty of the product	6.586	VII
Level of web Brand loyalty	13.614	II
Frequency of doing demand forecasting	8.749	V
Extension of product demand through E marketing	17.397	I
Reason for contacting The consumers	6.586	IX

Dependent Variables: Effectiveness of Online Marketing.

Table 6 explain the neural classification analysis of the data manage to the effectiveness of the marketing. The determinants were ranked according to the weight achieved. Extension of product demand E marketing was ranked first (17.397) followed by level of web brand loyalty in the second rank (13.614), justification of product demand as third (13.343) and modification made to existing product line as for (12.262) and other respectively. The table illustrate that there exist or non-linear relationship between the dependent and independent variable with 24 hidden layers and collected classification rated at 86.19% with reference to estimated sequential algorithm. T

6. Findings

The sample units with branches were influenced by product factors. Among the eleven factors five a favourable like availability of product 58% which tend to be rejected the research hypothesis, level of web brand loyalty 44%, justification of demand 35% et cetera X Sectra others like extension of product demand 47% information about the nonavailability of product and modification made in the existing product line 34% etc unfavourable for E marketing. Product factors was favourable to a certain extent to the unit without branches like extension of product demand 26%, demand for forecasting 20% and level of a brand loyalty 19%, which tend to reject the research hypothesis. Where as demand determination 34%, web brand loyalty 28% choice

availability on the website 26% etc where unfavourable in the E marketing of consumer durables in New Delhi Study unit selling electronics online obtain favourable contribution from the product like availability of the product 61% extension of product demand 46%, demand determination 40% etc, towards E marketing. Does result in rejecting the research hypothesis. Level of web brand loyalty 38%, reasons for contacting the consumer 34% etc. were unfavourable for E marketing Product factors like level of a brand loyalty 50%, extension of product to demand 27% etc, contributed favourably for the units selling textile through online marketing, does the result in rejecting the research hypothesis. But, most of the product factors like web brand loyalty 44%, modification made in the existing product line 27% etc., were unfavourable for E-marketing. Study unit selling jewellery online what influenced by the product factors like web brand loyalty 79%, demand forecasting 53%, choices available on the website 33% etc., contributed favourably, which resulted in rejecting the research hypothesis where as others like reasons for contacting the consumer 77%, availability of the product 58%, demand determination 56% etc., contributed on favourable towards the effectiveness of E-marketing.

7. Suggestions

Quality of the product should have the online units to become loyal product on the brand they should concentrate on the consumer satisfaction as they are drastic change in the fashion technology, the study units should add a new product which matches the pace and preferences of the consumer. The products sold on the plate form should be available to the consumer always be played from unit should all should take necessary steps to inform the consumer about the nonavailability of the product immediately and should enhance a speedy transaction and the demand forecasting.

8. Conclusion

E-marketing of presents a major transformation of the business and the market and let's keep a new environment is emerging wherein it will be imperative the study units to adopt and hold a point of you of view if, their organisations are to survive and prosper. The E-marketing is rapidly changing the nature of the markets and marketing by creating a new market actually require the units to reshape segmentation person in the study and the marketing mix in the studies element to the marketing mix name is eat element was analysing the base of the category centralised as on the E-marketing. However just setting the website is not enough. Unless and until they websites are user-friendly and have in fact if you just, do you not be able to exploit the potential of the E-marketing the need to constantly update the website regularly add value content and promptly respond to the consumers mail in order to who and return the consumer value.

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