

# **A STUDY ON E-MARKETING OF FAST MOVING GOODS IN TRICHY CITY**

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## **ABSTRACT**

In this paper the researcher discussed about the Tiruchirapalli district on E-marketing. Which is the secured second place among the India cities in Clean City project. Even though the awareness and the usage of Green FMCG products among the people is very low. But majority of them are having consciousness about the eco friendly environment and try to save earth from pollution.

**Keywords---** Consumer, Industries, GDP

## **INTRODUCTION**

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. Earlier days, when human first started trading whatever it is they traded and marketing that time marketing was all about the stories that used to convince the customer to make trade.

Online marketing is one of methods of marketing. It is called E-marketing or internet or electronic marketing. Electronic marketing refers to the application of marketing principles and techniques via electronic media and more specifically the internet.

E-Marketing is considered to be broad in scope because it not only refers to marketing on the internet, but also includes marketing done via e-mail and wireless media digital customer data and electronic customer relationship management (ECRM) systems are also often grouped together under internet marketing.

## **SCOPE OF THE STUDY**

The scope of the study limited to town area only. Future study can be conducted on various aspects like comparison on e-marketing trend with that of traditional marketing trends. Further studies can be undertaken to study the level of satisfaction obtained by the customer the problems faced through e-marketing the optimization (SEO), banner ads on specific website, email marketing.

E-Marketing also known as digital marketing, web marketing, online marketing or internet marketing of products or services over the internet.

### **OBJECTIVES OF THE STUDY:**

- To find out the reach of e-marketing in Trichy.
- To know the customer's response and the level of satisfaction obtained through e-marketing.
- To identify and analyze the advantages and disadvantages of online marketing over traditional marketing.
- To identify how the business can be benefited with online marketing
- To determine the impact of online marketing on society.

Future trends and challenges of e-marketing cost analysis for setting e-marketing sector etc.

### **STATEMENT OF THE PROBLEM**

E-mail, websites and other new technologies are giving businesses better and more flexible ways to market their goods and service to customers e-marketing has become a valuable part of many people. Once people were very conscience about their purchase of monthly product used to prepare a list budget it down then the trend changed to shopping in a super market pick up the products they wanted by themselves and were enjoying them. Now the trend is changing people are not finding time to shop nor they are interested to spend time in shopping in super market they are ready to updates from various website go for broader choice of product make the best out of their product economical in terms of both time and money spent for quality products.

Thus the talk of e-marketing in the air has captured the mind of the researcher and wanted to know more about it so the research was conducted on a small level.

## **IMPORTANCE OF THE STUDY**

The study was under taken with a view to have a look at the future trend in marketing area. The marketing trends have been changing a lot frequently and are adequately in need to be updated. The researcher found a sudden change in the scenario of marketing under taken is the study area. In order to get more aware of the things and to create awareness the study was under taken.

## **PERIOD OF THE STUDY**

The project work covered a period of five years from 2014-2015.

## **PRE – TEST**

Today everyone doesn't even have time to sit and have their food. They are running about every minute e-marketing is done by the people as stated above, thus time is very precious for them and the questionnaire for the research work be precise and informative thus pre – testing of questionnaire was done. The Researcher consulted the details of the questionnaire with the guide and then with the managers of the various mall were the questionnaire was to be filled. This was done to get the maximum information within the available time for the research work.

## **SAMPLING DESIGN / TECHNIQUES**

Sampling design is to clearly define set of objects techniques, universe to be studied etc. sampling technique used is convenience sampling method. The phone numbers of the respondents were obtained from the super market personnel itself.

## **CONVENIENCE RESEARCH**

Convenience research is conducted when population elements are selected for inclusion in the sample based on the ease of access, which help the researchers to make the analysis and to reach the objectives.

### **SAMPLE UNIT / SAMPLE SIZE**

The items selected from the population constitute the sample size. The study was conducted among 50 respondents. As the concept of e-marketing is a fresh and a new concept the researcher was able to get only 50 samples from femina super mall 20 samples from selected 20 from reliance fresh and 10 from spencer's mall.

### **DATA COLLECTION**

There are two types of data than can be collected for the research one is known as primary and the other one is known as secondary data. As we know that primary data provided fresh information which can be collected through questionnaires or survey the source for secondary data is collected through published articles books magazines, websites etc.

For the present study the primary data was collected through a telephonic interview with the customers who shopped using the websites. The details of the respondents were obtained with the help as the database given by the personnel of the super mall.

In order to collect information regarding the details of the study area etc secondary data was used. The secondary data was collected through various search sites in the web, magazines and pamphlets given by the super malls.

### **TOOLS OF THE STUDY**

There are various tools used in this study such as tables, charts diagrams and pictures were framed from data collected.

### **LIMITATION OF THE STUDY**

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. However, there is an industry standard for e-commerce vendors to reassure customers by having liberal return policies as well as providing in store pick – up services.

- The study is limited to the customers of three major super malls.
- The research is conducted based on the samples given by the super mall itself.
- The constrain of cost and time was witnessed.
- Further reference was not possible.
- The interview was conducted through telephonic conversation only.
- It was hard to find out samples thus information was obtained from the available samples was limited.

## **REVIEW OF LITERATURE**

**Chayapakatawetawaraks, ChegnLuwang( 2011).** They have discussed Online stores may offer customer an e-wallet which transfers balance from customer's online bank account to the store payment system. This may help sellers to gain more sales from those do not want to use their credit card online.

**Nago Tan Vukhanh, Gwangy Ong Gim( 2014).** They have discussed to promote Online Shopping in vietnam is to increase the ability to recognize the benefit of trading products on the internet, addition to the usefulness of online payment. Note minimize risks. When buying & Selling transaction on internet the development of e-camera in Vietnam is very difficult the fean of risk taking when dealing on the Internet. According to JwalaDouge and Vinaykumar investigated intention and adoption of online shopping while continuance behavior is seriously under-researched filtering elements and then filleted buying behavior frame work as a basis to empirically explore the factors attracting the online consumer purchasing process.

**Mohammed HossienMoshrefJavadi et al., (2012)** studied the various factors affecting the Online Shopping behavior of consumers in the online stores of Iran. The findings witnessed was that financial and non-delivery risks affected the consumer attitude. The study concluded that websites must be made safer and assure customers regarding the delivery of the products.

**RuchiNayyar and Gupta (2011)** examined different demographic ,psychographic factors and the interest of the consumers in online purchase. Gender, age and income are the demographic, PEOU influenceD the online buying behavior of the consumers. The study exposed that the Indians viewed marketing as an hedonic activity and so they hesitate to purchase online.

#### **CLASSIFICATION OF RESPONDENTSON THE BASIS OF THEIR GENDER**

<b>AGE</b>	<b>NO OF RESPONDENTS</b>	<b>PERCENTAGE</b>
Male	13	26
Female	37	74
Total	50	100

Sources: Primary Data

#### **INFERENCE:**

It can be inferred the above table clears that 74% of the respondents are female and only 26% are male.

#### **CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR INCOME LEVEL**

<b>No of Dependents</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Upto 5000	4	8
5001 – 10000	11	22
10001- 15000	<b>22</b>	<b>44</b>
More than 15001	<b>13</b>	<b>26</b>
Total	<b>50</b>	<b>100</b>

**Sources : Primary Data**

#### **INFERENCE**

It can be inferred the above table explains that, 8% of the respondents are from the income level Upto 5000, 22% are from 5001-10000 , 44% are from 10001- 15000 , and 26% are from more than 15001 levels.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR SELECTION OF THE SHOPS IN E-MARKETING**

<b>Shop Selection</b>	<b>No.of Respondents</b>	<b>Percentage</b>
Femina Shopping Mall	11	22
Spencer’s Mall	31	62
Reliance Fresh	8	16
<b>Total</b>	<b>50</b>	<b>100</b>

**Sources : Primary Data**

**INFERENCE**

It can be inferred the above table shows that, 62% of the respondents femia super market which is the major e-marketing shop in trichy, 16% shop from spencer’s mail. The famous – e-marketing is undertaken by femina shopping mail, 22% of the respondents purchase through reliance fresh.

**CLASSIFICATION OF RESPONDENTS ON THE BASIS OF THEIR LEVEL OF SATISFACTION OF E-PURCHASE.**

<b>Level of Satisfaction</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Strongly	10	20
Agree	25	50
Neutral	14	28

Disagree	1	2
Strongly Disagree	0	0
<b>TOTAL</b>	<b>50</b>	<b>100</b>

**Source : PRIMARY DATA**

## **INFERENCE**

It can be inferred the above table 4.4 about 20% of the respondents strongly agree that they are satisfied with the products purchases 50% agree 28% are Neutral 2% disagree and none of them strongly disagree.

## **FINDINGS**

- Majority (60%) of the respondents were coming under the age group of less than 30.10% belong to the age group of more than 51 age. 74% of the respondents were female and 26% of the respondents male.
- 72% of the respondents were married 28% of the respondents were unmarried 68% of the respondents joint family. 32% of the respondents nuclear family. Majority 40% of the respondents are depending four alone with them.
- Majority 32% of the respondents were school level. Majority 44% of the respondents are earned Rs.10001 to 15000/- per month.
- Majority 30% respondents have come to know about E-Marketing through advertisement made by the shop only. The majority of the respondents 62% were selected female shopping mall.
- The majority of the respondents 62% were selected female shopping mall. Majority 60% of the respondents are in the duration period of purchase 3-5 months in E-marketing.
- Majority 96% of the respondents were received discount and gift at the time of purchase most of the respondents 96% are preferring small lots at the time of purchase.



- Most of the respondents are satisfied in getting the receipt of purchase after a day. Over all the respondents are agreed in the level of satisfaction and the choice of purchase.

## **SUGGESTIONS**

- Femina shopping mall in Trichy is one among the popular E- marketing shop; other concern can try to popularize this shop through advertisement.
- Super malls in Trichy have to adopt various campaigns to capture their customers. They have to still improve the product range and have to maintain attractive environments.
- Still information about the E-marketing has to reach the customers. The usefulness in adopting E-marketing must be educated to their customers.
- Trichy is one among the cities for shopping thus it is the work of the mall owners and managers to make a drastic advertisement. The safety of using E-marketing should be clarified.
- Customer meets can be conducted to make awareness about the E-marketing. During the various exhibitions stall can be placed and the various details about E-marketing can be introduced. Demo should be given in the shop itself.
- Free Gifts and offers should be made if the orders are place through E-Marketing.
- The E-mail ID of the customers should be obtained and mails should be sent to customers in customers in order to have a touch with them and to introduce them the new and latest products.

## **CONCLUSION**

The concept of E-marketing is still unpopular in Trichy District. First of all the super market those who serve through E-marketing has to first try to reach the public in an effective manner. The doubts about the usage of internet mode should be clarified to the public still E-marketing is to be made familiarize in the city.

One internet was popular and many of them were unaware of wage of E-mail. But now-a-days people came to know the uses of internet and E-mail. These has changed many things the life style of many peoples.

It is expected in the near future that E-marketing will be getting awareness and will change the entire marketing scenario.

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