

BENEFITS AND CHALLENGES OF ONLINE MARKETING: A STUDY CONDUCTED AMONGST PEOPLE IN BILASPUR, CHHATTISGARH

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ABSTRACT

With the increasing population and modernization, online marketing is an answer to fulfilment of everyone's need at their doorstep and giving an opportunity to both the buyers and sellers, client and service providers across the whole world. It has started a new era of marketing and quality services to the customers. It has several merits but also few demerits. It provides quick delivery, large product / service range to choose from and delivery at door steps. It provides jobs to the unemployed youth providing an opportunity for all kinds of sellers / service providers from household / traditional products to large scale international products. All transactions can be done as per the customer's / client's choice, be it a cash on delivery, net banking, credit / debit card transaction. There are several issues which are also to be paid attention to including damaged products / wear and tear of products during transportation, jurisdictional and legal issues, choosing from catalogues available which may not be similar to the products ordered / delivered, frauds and internet crimes, etc. Online marketing is the new concept and has everything to offer to everyone depending upon their choices, but at the same time the clients / customers should be able to choose wisely and beware of frauds / forgery. Primary data was collected from 263 respondents. Respondents considered availability of products at reasonable price, delivery of products at doorstep, 24X7 accessibility and easy tracking facility as the major benefits of the online marketing. Delay in delivery and non – delivery of the required product at selected pin code causes major dissatisfaction among the customers using online marketing. The study concludes that the respondent's perception of buying and purchasing goods using online marketing is greatly influenced by the age, gender, marital status, occupation and income of the respondents.

Keywords: Online Marketing, Transactions, 24X7 Accessibility.

1. INTRODUCTION

Online marketing with ever increasing global population is the need of the hour for all countries including under developed, developing and developed nations. Online marketing requires a customer who is comfortable with and has basic knowledge of internet services and computers. With the development of mobile phones, tablets and computers, it is no longer required to take leave from official time or to wait till holiday just to visit a nearby shop. In the modern era, due to the cut-throat competition and busy schedule, it is not possible for an individual to spend more time in visiting the shop as they want to utilise the time in their hands for other purposes also. Online marketing although is an easy and comfortable method for transaction, at the same time possesses problems related to fraud, viral attacks, spams and thus requires a strict vigilance on the transactions. Online marketing offers not only buying and selling of products but also booking for newspapers, magazines, flight tickets, rail tickets, bus tickets, movie tickets, hotel bookings, etc.

Online marketing is not only fast and quick but also saves money by reducing the transportation charges, time spent in long queues, need for carrying huge cash leading to mishaps and thefts. People have started to shifted from shops / malls and now rely on online marketing including their applications and services. Online marketing needs continuous high speed internet services, 24X7 power supply, good knowledge of computers, e – devices, etc. It requires good chain of transportation and courier facilities for delivering the goods in required time at doorstep. Online marketing provides wide range of products from day to day household items, groceries, fashion, electronics, gadgets, etc. along with buying and selling of products worldwide, so that world class products can be delivered anywhere in the world.

Online marketing provides 24X7 services which can be accessed anytime and anywhere in the world, saves lot of time by avoiding long queues, provides world class products of wide range, easy transactions and payment system, easy and safe method, helps in keeping tracks of their transactions and orders, all the ordered products are delivered at the doorsteps, products are available at the reasonable prices and reduces the burden of carrying huge amount of money.

Anybody from household to a small scale industry to a well reputed / branded company can display their products online and reach their remote customers without time and place boundaries. Online marketing helps to choose not only products of day to day life but also medical facilities, insurances, equipments, etc. Apart from these, online marketing also provides access to leisure trips / holidays / vacations at people's dream places and even pilgrimages too.

Online marketing has removed middleman / brokers / unreliable agents and keeps good follow-up with the customers. Companies are always trying to improve their services and facilities in

order to attract more and more customers by increasing their satisfaction level and keeps updated information. We hope that in upcoming years, online marketing will remove the burden on the local markets and provides world class products at their doorsteps.

2. LITERATURE REVIEW

Online marketing is one of the important and current topic of discussion amongst the research scholars, authors and philosophers each having their individual perceptions regarding the topic. Various researches have already been done by them related with the online marketing. These research acts as a guiding tool for conducting the further research on online marketing. The different viewpoints of some of the authors relating with online marketing are discussed below:

The respondents perceived online shopping in positive manner which justify the project growth of online shopping. Online shopping organisation creates their strategies and tactics to prioritize the consumer inherent and unequivocal requirements in online shopping environment (Nagra & Gopal, 2013).

Due to security concerns, delay in product delivery, price and quality concerns and lack of physical approach towards product offered people hesitate in using e – service. People are not easily adaptable to newer technology and resistant to change. As far as the issue of online shopping / purchase of product is concerned the people are tradition bound and have doubt in mindset (Hooda & Aggarwal, 2012).

For giving better competition to other companies, promotions through internet marketing are essential for the companies to collect taste and preferences of the customers. In this modern era, internet marketing is the best practice for the promotion of new advancement and activities (Bagga & Gupta, 2014).

E – Marketing campaigns and strategies have the potential to reach customers in speedy and low – cost manner providing promotion to a wide range of products and services when used effectively. When implemented properly the information gained from e – marketing help business to develop (Kumar & Nazarova, 2016).

The increasing use of social media is creating opportunities to attract the customers for digital marketers through the digital platform. Digital marketing has great commercial impact on business and is cost effective (Rathore, Pant & Sharma, 2017).

Our study is based on people from Bilaspur which is growing urban city, where the mentality of people has always been to choose from local markets and so, this is a relatively newer concept to people of Bilaspur, Chhattisgarh.

3. OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To study the viewpoints of the respondents towards online marketing.
2. To study the benefits of using online marketing.
3. To study the drawbacks of using online marketing.

4. HYPOTHESES OF THE STUDY

Hypotheses framed for the study are:

H₀₁: Online marketing is not beneficial for the people.

H₀₂: Online marketing does not have any risk involved in it.

H₀₃: People does not like online marketing for buying and purchasing.

5. RESEARCH METHODOLOGY

Data from both primary as well as secondary source have been used for completing the research paper. Primary data from 263 respondents out of 300 respondents has been collected through self-structured questionnaire for fulfilling the objectives of the study. Various sources like journals, articles and internet have been used to collect the secondary data for relevant information needed for completing the research paper.

5.1 Universal Sample

For studying the individual perceptions and to know their point of views towards online marketing, peoples living in Bilaspur city of Chhattisgarh and doing online shopping were considered for the study.

5.2 Sample Size

Duly filled self – structured questionnaire were returned by 263 out of 300 respondents living in Bilaspur city of Chhattisgarh using online marketing constitute the sample size of the study.

5.3 Research Design

To fulfil the objectives of the study descriptive research design has been used for completing the study. The primary data has been collected using convenient non – probability sampling through self – structured questionnaire especially designed for fulfilling the objective of the study.

5.4 Statistical Tools

For fulfilling the objective of the research paper pie charts for representing the individual's perceptions of the respondents have been used; while to find the association between the views of the respondents regarding online marketing, chi-square test has been used by the authors. For analysis of the collected data, IBM SPSS software has been used by the authors.

5.5 Limitation of the Study

1. The study is limited to Bilaspur city of Chhattisgarh.
2. People using online marketing have been considered.
3. The study is based on the respondent's viewpoints which may be biased.

6. ANALYSIS OF DATA

Data collected from 263 respondents were analysed using IBM SPSS software and depicted with the help of pie charts and chi-square test tables. Out of the total respondents, 114 respondents came under 21 – 30 years age group. 94 respondents belonged to 31 – 40 years age group. In 41 – 50 years age group there were 28 respondents. 51 – 60 years age group covered 19 respondents while the remaining belonged to 61 and above years age group. 201 respondents were male while 62 were female. Out of the total, 205 respondent were married while 58 were unmarried. 156 respondents belonged to working class, 67 respondents came under household while the remaining respondents were businessmen. 103 respondents belonged to Rs. 25,001/- – Rs. 50,000/- income group, 98 respondents came under more than Rs. 50,001/- income group while the remaining belonged to below Rs. 25,000/- income group.

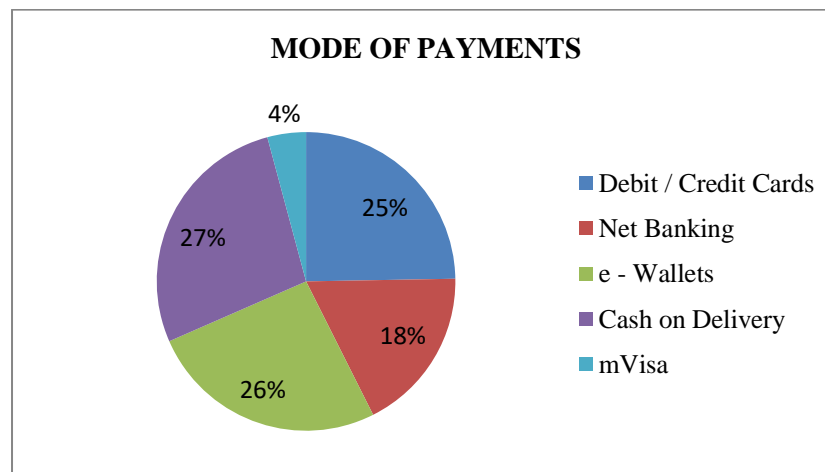


Exhibit No. 1 Mode of payments for buying and purchasing of products

For buying and purchasing of the products respondents prefer to pay cash on delivery after receiving the ordered product followed by payment through debit / credit cards and e – wallets.

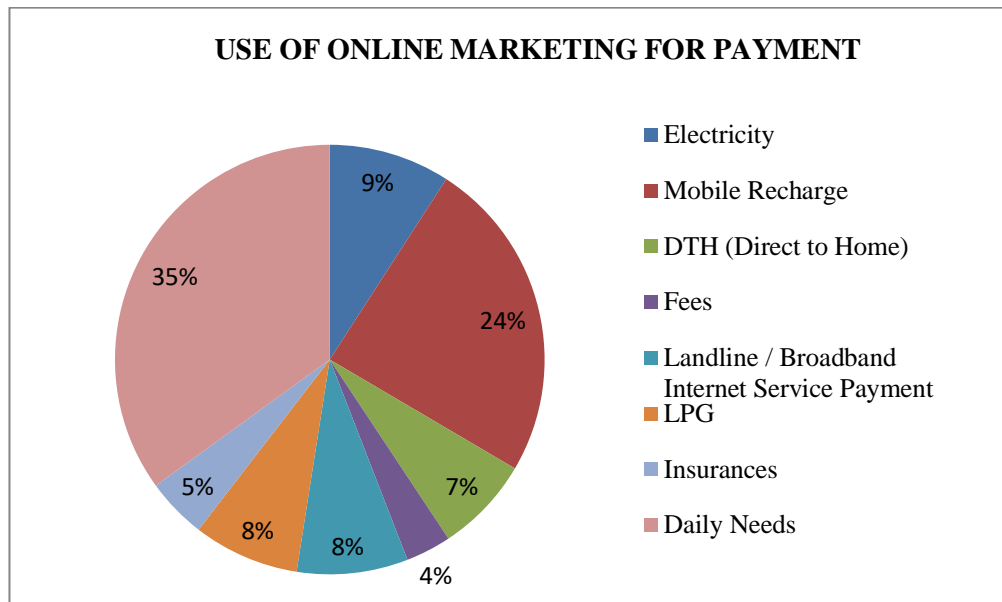


Exhibit No. 2 Use of Online Marketing for Payment

People use online marketing to make payments for the services primarily for daily needs followed by the mobile recharges. Now-a-days people prefer to utilize their time to the fullest by avoiding long queues and the traffics.

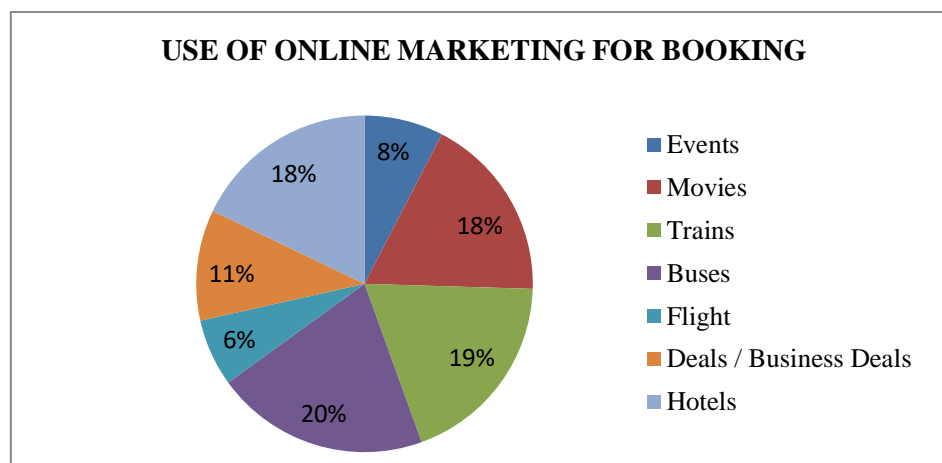


Exhibit No. 3 Use of Online Marketing for Booking

Online marketing is mostly used by the people for booking the hotel and buses, trains, and movies. With 24X7 accessibility it is now easy to book tickets whenever required in advance. Now there is no need to stand in queues and wait for their turn. It is easy and convenient way for booking in advance.

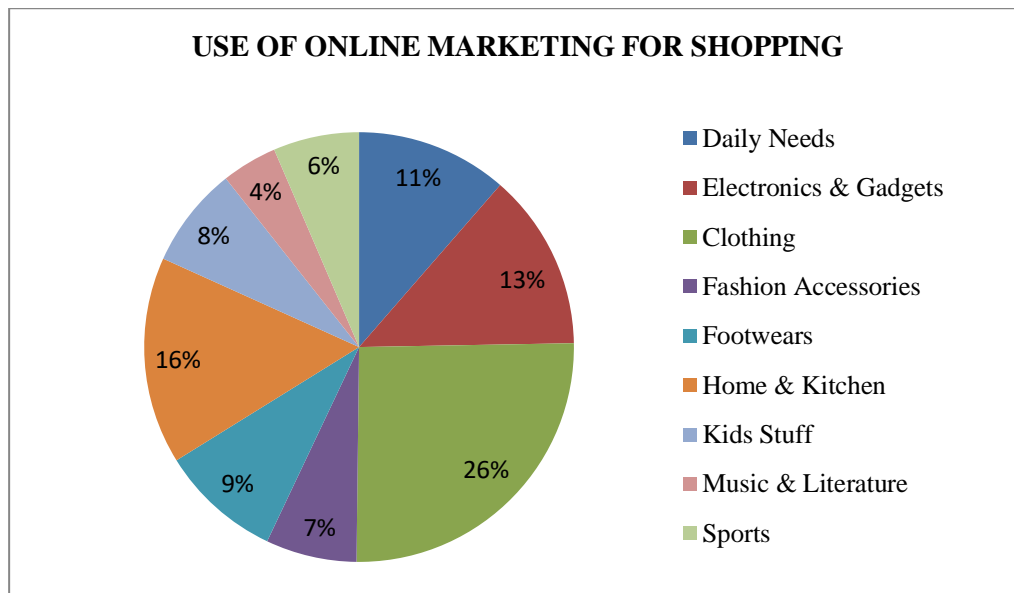


Exhibit No. 4 Use of Online Marketing for Shopping

People use online marketing mainly to shop for clothing, home and kitchen items, electronics and gadgets and daily need items. As it provides wide range of products at reasonable cost in different colour, shapes and sizes which are not easily available in the local market.

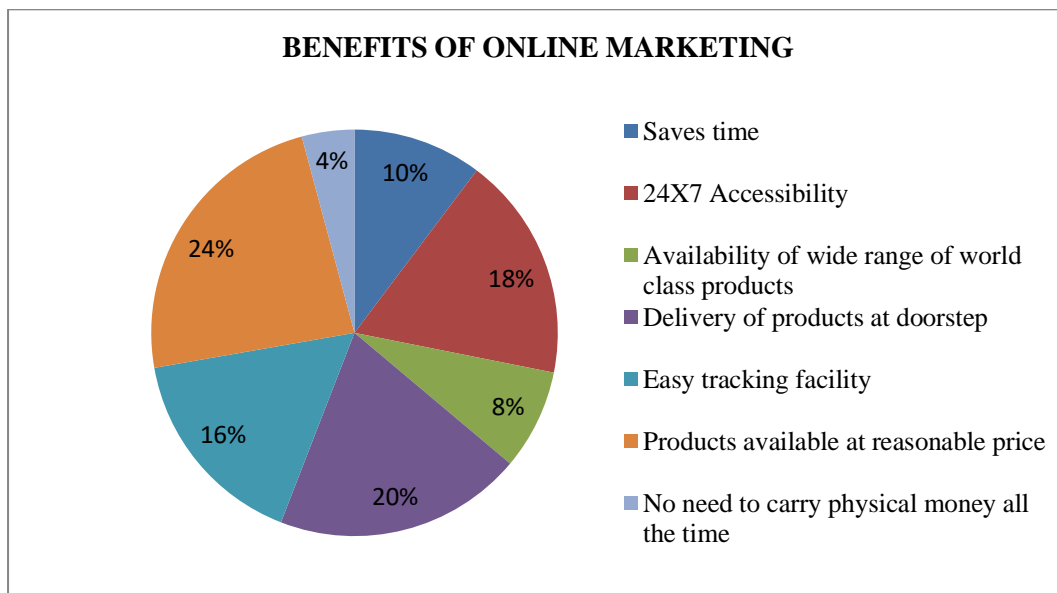


Exhibit No. 5 Benefits of Online Marketing

Respondents considered availability of products at reasonable price, delivery of products at doorstep, 24X7 accessibility and easy tracking facility as the major benefits of the online marketing while the other benefits were given less important.

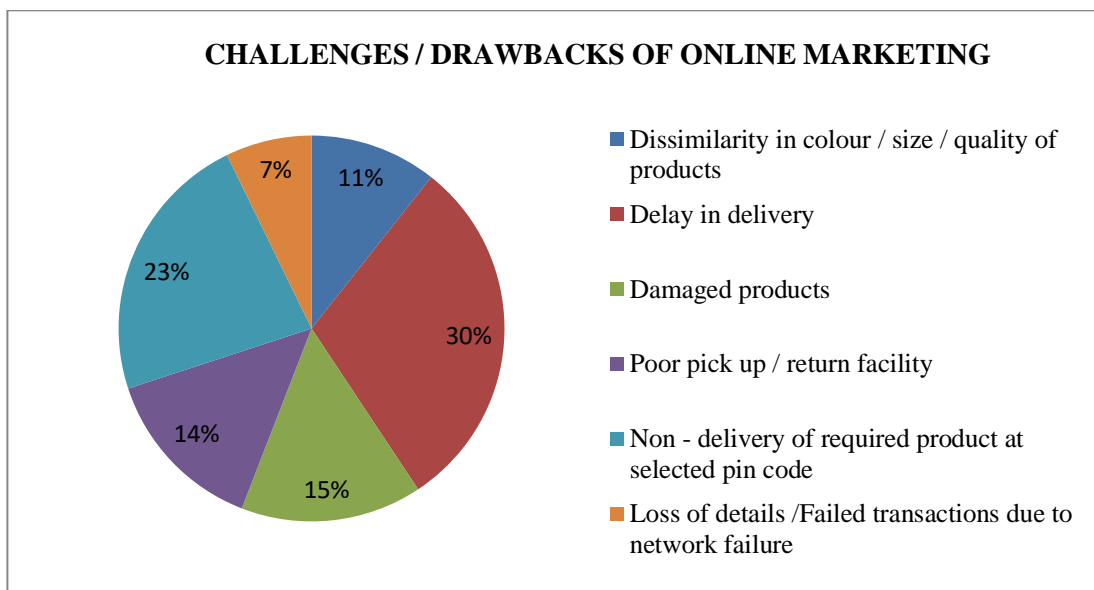


Exhibit No. 6 Challenges / Drawbacks of Online Marketing

Delay in delivery and non – delivery of the required product at selected pin code causes major dissatisfaction among the customers using online marketing. Damaged products and poor pick up / return facility also leads to customer’s dissatisfaction.

Table No. – 1

VIEWS OF THE RESPONDENTS REGARDING USE OF ONLINE MARKETING ON THE BASIS OF AGE OF THE RESPONDENTS

S. No.	Particulars	Chi Square Value	P-Value	H ₀	
				Accepted	Rejected
1.	Age of the Respondents * 24X7 Accessibility	32.622	.037**		Rejected
2.	Age of the Respondents * Availability of world class products	23.032	.287	Accepted	
3.	Age of the Respondents * Delivery of products at doorstep	41.862	.003***		Rejected
4.	Age of the Respondents * Easy tracking facility	33.597	.029**		Rejected
5.	Age of the Respondents * Availability of products at reasonable price	36.668	.013**		Rejected
6.	Age of the Respondents * Dissimilarity of product with the ordered one	17.817	.599	Accepted	
7.	Age of the Respondents * Delay in delivery	10.350	.035**		Rejected
8.	Age of the Respondents * Poor pickup / return facility	34.269	.024**		Rejected
9.	Age of the Respondents * Damaged products	27.933	.111	Accepted	
10.	Age of the Respondents *Non- delivery of required products at selected pin code	22.139	.036**		Rejected

*** indicates significance at 1% level and ** indicates significance at 5% level

It can be concluded from the above table that the variables of online marketing are greatly influenced by the individual’s perceptions on the basis of their age. Individual’s have their own viewpoints and beliefs which greatly influence their behaviour and activities. The study shows significant association on the basis of age of the respondents, therefore null hypothesis that online marketing is not beneficial for the people; online marketing does not have any risk involved in it and people does not like online marketing for buying and purchasing has been rejected since the P – Value is less than 0.05 at 5 percent significance level.

Table No. – 2

VIEWS OF THE RESPONDENTS REGARDING USE OF ONLINE MARKETING ON THE BASIS OF GENDER OF THE RESPONDENTS

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Gender of the Respondents * 24X7 Accessibility	9.575	.048**		Rejected
2.	Gender of the Respondents * Availability of world class products	2.808	.590	Accepted	
3.	Gender of the Respondents * Delivery of products at doorstep	11.032	.026**		Rejected
4.	Gender of the Respondents * Easy tracking facility	15.260	.004***		Rejected
5.	Gender of the Respondents * Availability of products at reasonable price	9.607	.048**		Rejected
6.	Gender of the Respondents * Dissimilarity of product with the ordered one	8.387	.078	Accepted	
7.	Gender of the Respondents * Delay in delivery	20.428	.059	Accepted	
8.	Gender of the Respondents * Poor pickup / return facility	15.788	.003***		Rejected
9.	Gender of the Respondents * Damaged products	1.276	.865	Accepted	
10.	Gender of the Respondents * Non- delivery of required products at selected pin code	10.733	.030**		Rejected

*** indicates significance at 1% level and ** indicates significance at 5% level

It can be observed that the variable under study shows significant association with the gender of the respondents. The individual's choices of buying products online are greatly influenced by the gender of the respondents. The null hypothesis that online marketing is not beneficial for the people; online marketing does not have any risk involved in it and people does not like online marketing for buying and purchasing has been rejected seeing that the P – Value is less than 0.05 for majority of the variables.

Table No. – 3

VIEWS OF THE RESPONDENTS REGARDING USE OF ONLINE MARKETING ON THE BASIS OF INCOME OF THE RESPONDENTS

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Income of the Respondents * 24X7 Accessibility	31.970	.001***		Rejected
2.	Income of the Respondents * Availability of world class products	19.479	.012**		Rejected
3.	Income of the Respondents * Delivery of products at doorstep	15.260	.004***		Rejected
4.	Income of the Respondents * Easy tracking facility	16.104	.041**		Rejected
5.	Income of the Respondents * Availability of products at reasonable price	10.822	.820	Accepted	
6.	Income of the Respondents * Dissimilarity of product with the ordered one	9.763	.045**		Rejected
7.	Income of the Respondents * Delay in delivery	14.767	.542	Accepted	
8.	Income of the Respondents * Poor pickup / return facility	30.749	.014**		Rejected
9.	Income of the Respondents * Damaged products	18.444	.103	Accepted	
10.	Income of the Respondents *Non- delivery of required products at selected pin code	12.855	.683	Accepted	

*** indicates significance at 1% level and ** indicates significance at 5% level

It can be stated that the variables of online marketing show significant association with the income of the respondents as the P – Value is less than 0.05. Therefore, null hypothesis that online marketing is not beneficial for the people; online marketing does not have any risk involved in it and people does not like online marketing for buying and purchasing has been rejected. The earning capacity of the individuals influences the individual’s choice of spending money since the people with high earning capacity can afford to spend huge money for their convenience.

Table No. – 4

VIEWS OF THE RESPONDENTS REGARDING USE OF ONLINE MARKETING ON THE BASIS OF OCCUPATION OF THE RESPONDENTS

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Occupation of the Respondents * 24X7 Accessibility	8.319	.403	Accepted	
2.	Occupation of the Respondents * Availability of world class products	20.381	.009***		Rejected
3.	Occupation of the Respondents * Delivery of products at doorstep	17.063	.029**		Rejected
4.	Occupation of the Respondents * Easy tracking facility	2.531	.960	Accepted	
5.	Occupation of the Respondents * Availability of products at reasonable price	23.626	.003***		Rejected
6.	Occupation of the Respondents * Dissimilarity of product with the ordered one	20.625	.008***		Rejected
7.	Occupation of the Respondents * Delay in delivery	13.470	.097	Accepted	
8.	Occupation of the Respondents * Poor pickup / return facility	15.609	.048**		Rejected
9.	Occupation of the Respondents * Damaged products	14.789	.253	Accepted	
10.	Occupation of the Respondents *Non- delivery of required products at selected pin code	11.378	.497	Accepted	

*** indicates significance at 1% level and ** indicates significance at 5% level

It can be inferred from the above table that some of the variables under study show significant association with the occupation of the respondents. Null hypothesis that online marketing is not beneficial for the people; online marketing does not have any risk involved in it and people does not like online marketing for buying and purchasing has been rejected as the P – Value is less than 0.05 at 5 percent significance level.

Table No. – 5

VIEWS OF THE RESPONDENTS REGARDING USE OF ONLINE MARKETING ON THE BASIS OF MARITAL STATUS OF THE RESPONDENTS

S. No.	Particulars	Chi Square Value	P-Value	Ho	
				Accepted	Rejected
1.	Marital status of the Respondents * 24X7 Accessibility	9.993	.041**		Rejected
2.	Marital status of the Respondents * Availability of world class products	12.202	.016**		Rejected
3.	Marital status of the Respondents * Delivery of products at doorstep	11.992	.017**		Rejected
4.	Marital status of the Respondents * Easy tracking facility	18.851	.001***		Rejected
5.	Marital status of the Respondents * Availability of products at reasonable price	10.133	.038**		Rejected
6.	Marital status of the Respondents Dissimilarity of product with the ordered one	5.794	.215	Accepted	
7.	Marital status of the Respondents * Delay in delivery	11.518	.021**		Rejected
8.	Marital status of the Respondents * Poor pickup / return facility	0.770	.942	Accepted	
9.	Marital status of the Respondents * Damaged products	13.872	.008***		Rejected
10.	Marital status of the Respondents * Non - delivery of required products at selected pin code	34.443	.023**		Rejected

*** indicates significance at 1% level and ** indicates significance at 5% level

It can be clearly observed that the marital status of the respondents significantly influences the buying behaviour of the individual. The variables under study show significant association with the marital status of the respondents since the P – Value is less than 0.05. Hence, null hypothesis that online marketing is not beneficial for the people; online marketing does not have any risk involved in it and people does not like online marketing for buying and purchasing has been rejected.

7. CONCLUSION

Customers / clients are always in need for opting and choosing from large range / variety of products which may not be offered in small shops / local shops / malls under one roof. So, online

marketing is an answer to these. It not only offers large product range but also provides options of choosing various payment modes and delivery to one or multiple address at a time. It not only provides products but also offers other services including insurances, booking, tours and travels, health benefits, etc. It is a safe and secure way, but also has some drawbacks which includes frauds, delay in deliveries, receiving of damaged products / disparity amongst ordered and received products and sometimes at a higher prices than the local markets due to delivery charges. It may be said that online marketing has open a new horizon for customers / clients and is going to be ever-growing.

The study concludes that people use online marketing to make payments for the services primarily for daily needs followed by the mobile recharges. For buying and purchasing of the products respondents prefers to pay cash on delivery. Online marketing is mostly used by the people for booking the hotel and buses, trains and movies. People use online marketing mainly to shop for clothing, home and kitchen items, electronics and gadgets and daily need items. Respondents considered availability of products at reasonable price, delivery of products at doorstep, 24X7 accessibility and easy tracking facility as the major benefits of the online marketing. Delay in delivery, non – delivery of the required product at selected pin code, damaged products and poor pick up / return facility causes major dissatisfaction among the customers using online marketing. The study also concludes that the respondent's perception of buying and purchasing goods using online marketing is greatly influenced by age, gender, marital status, occupation and income of the respondents.

8. SCOPE FOR FURTHER RESEARCH

The scope of the study is limited to the people residing in Bilaspur city, C.G. using online marketing. The future research can be conducted with focus on the various aspects of online marketing like ticket booking, doing medical insurances online, etc. The study can be extended to the rural regions, other cities and districts of Chhattisgarh with large sample size. The study can also be extended while taking into considerations the various factors like educational qualifications, family size and geographical region.

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