

A Study on Buyer Behavior and Utility of Online Marketing of Youth

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Abstract— This paper describes the buyer behavior and satisfaction level on online marketing. The study explains the factor which influences the buying behavior and the criteria which satisfies the customer as well as consumer. This paper seeks to work out on those variables which includes pricing, variety of products, service quality, security and convenience. These factors varies from person to person. Though the number of internet users have been increased, still the process of online marketing could not be able to meet out the satisfaction level of the consumer. Therefore, the target of this study was to compare these variables based on its impact on Online Marketing.

Key words: Online Marketing, Satisfaction, Buying Behavior

I. INTRODUCTION

Online marketing in the process of selling goods and services over the internet. The emergence of the world wide web plays a vital role in online marketing, people use online marketing to purchase goods and services, gather information related to the product or even browse for enjoyment or to vail away the time. The online marketing has gained its popularity via technological up gradation.

In the past decades, their occurs lot of changes in the buying behavior of the consumers. Due to rapid globalization, all types of commodities and services are available on the electronic mode of marketing. The online marketing overcomes the traditional marketing by producing lot of varieties and availability of much supplier.

II. LITERATURE REVIEW

Timo Koivumaki (2010), conducted this study to determine the relationship between shopping experience and the amount of purchases made by the customers.

P. Jayasubramanian, D. Sivasakthi, Ananthi Priya K (2015), proceeded this study is to identify the factors that may influence customer's online shopping satisfaction. Since, the success of online shopping depends on the satisfaction attained by the customer during their purchase.

Jenyo Gabriel K. and Soyoye Kolapo M. (2015), focused this study to understand that, how far the functionality of the infrastructure of the internet and the internet security issues impact consumers' decision in purchasing a product. This study reveals that there is a significant relationship between these two factors (i.e, one variable influences the other).

Rashed Al Karim (2013), endeavours the study to understand customer satisfaction in online shopping while investigating the major reasons that motivated customers' decision-making processes. The result of hypotheses established that even though online shopping is convenient to all consumers, online payment system and privacy or security anxieties have significant impact on online shopping.

Dr. M. V. Sathiya Bama* & M. Ragaprabha(2016), carried out this study to measures the extent of satisfaction on online shopping, factors influencing buying behavior and preferred online websites. The study also reveals that the various problems faced while doing online shopping and suggestions also given to overcome those problems i.e., The government should organize classes with the support of NGOs to teach the technical knowledge to the people in the study area.

III. ONLINE MARKETING

Marketing is the process of promoting the products or services through any medium, whereas online marketing is the process of promoting the products and services over Internet using Web Browser. It is also known as Internet-Marketing, Digital-Marketing, Web-Marketing and Search Engine-Marketing. The process of marketing through electronic mode replaces the Traditional way of marketing i.e., Electronic commerce.

Nowadays, Online shopping is the fast growing phenomenon. The customers and consumers for online marketing has been increased drastically. The wide use of internet and the rapid growth of technology have created a new market for both the customers and business. In online marketing, shopping can be done at anytime and anywhere based on their preferences.

IV. BUYER BEHAVIOUR

It is the step-by-step process accomplished by several factors, which induces the buying behavior of the individual. Behavior is simply the act of individuals, which are directly involved in making decisions to spend their available resources in obtaining or using the goods and services. Consumer buying behavior is considered as an inseparable part of an marketing process. It varies from one individual to another.

V. SATISFACTION

Satisfaction is a measure of how products and services supplied by a company meet with the customer expectations. Customer satisfaction is measured as the ratings provided by the customers or the percentage of the number of customers. It has the major influence over the buying behavior of online marketing.

VI. FACTORS INFLUENCING THE BUYER BEHAVIOR

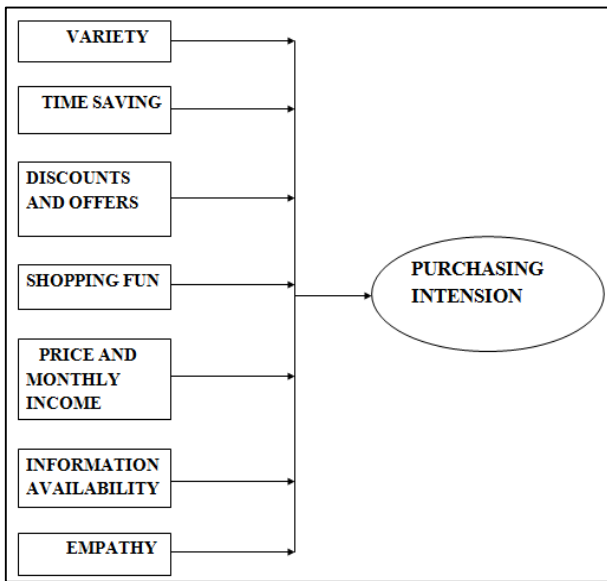


Fig. 1: Factors Influencing the Buyer Behaviour

VII. FACTORS INFLUENCING THE SATISFACTION OF ONLINE MARKETING

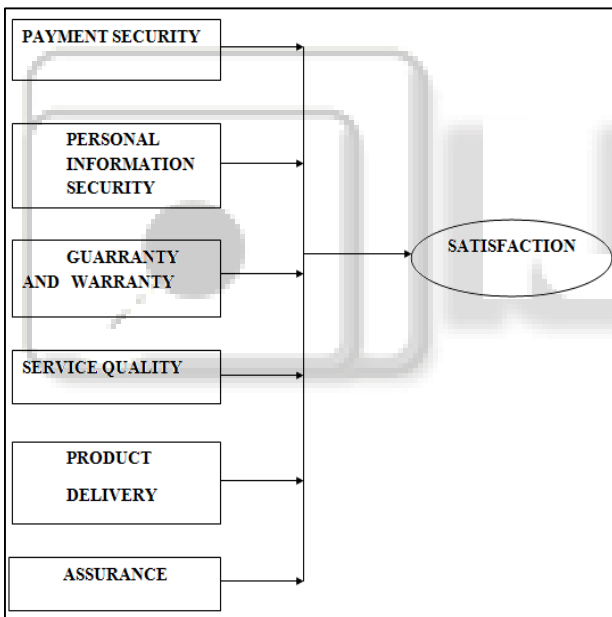


Fig. 2: Factors Influencing the Satisfaction of Online Marketing

VIII. CONCLUSION

The study pointed out that the concept of online marketing and defines the factors which influences the buying behavior of the customers towards online shopping and the factors which determines the satisfaction level of the customers in online marketing. The study reveals that the buying behavior and the satisfaction on online shopping varies from one individual to the other.

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