

MARKETING STRATEGIES FOR E-COMMERCE THAT INFLUENCE CUSTOMERS' PURCHASES AT ONLINE STORES

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Abstract

The research also looks at whether or not these views differ based on other demographic categories. The pervasiveness of e-marketing has an effect on customers' online shopping habits, including when, where, and what they buy. It also impacts consumers' preferences, decisions, and new line way of life. People's lifestyles now include online buying. It's hard to deduce the underlying motivations behind customers' choice to buy some products over others. The effect of e-marketing on online shopping habits must be investigated. The dominance of digital channels in marketing has led to a general trend away from more conventional strategies. On July 15, 2020, PRNewswire reported that the total value of digital advertising and marketing will rise to US\$640.2 billion by 2027, representing a compound annual growth rate (CAGR) of 10.3 percent between 2020 and 2027. The market for displays is forecast to rise at a CAGR of 12%, reaching \$350.6 billion, over the next five years.

KEYWORDS Customer Satisfaction, Traditional marketing, Consumer Behavior, Company

INTRODUCTION

Traditional marketing encompasses any promotional activities that are not conducted online. This is prevalent on billboards, as well as in print, direct mail, phone, and radio advertisements. From the printed page to the airwaves, adverts that can be physically held on to tend to be preserved for longer. In conventional advertising, the intended consumers are identified and the ads themselves are strategically placed. Offline advertisements may be seen in newspapers, on billboards, or on television, among other locations. Advertisements in periodicals and newspapers, as well as business cards, are examples of such tangible items. Posters, brochures, and billboards might also fall under this category. Another definition of "traditional marketing" is when consumers become aware of your company via personal connections and then begin purchasing your products or services.

Offline advertising is a time-honored practice that has proven effective in bringing in customers for many businesses.

A definition of consumer behavior is provided by Kuester and Sabine in their book "Strategic marketing and marketing in specific contexts," where they write, "Consumer behavior is the study of individuals, groups, or organizations and the processes by which they select, acquire, use, and dispose of products, services, experiences, or ideas in order to meet their needs and gratify their desires." Concerned with the consumer's and society at large's social and economic repercussions of their purchase and consuming habits.

LITERATURE REVIEW

Pappas, (2016) investigated the online vacation package booking experience from the standpoint of the traveler. According to the

findings, product/brand and customer trust play a role in the correlation between internet safety concerns and the likelihood of making an online purchase. Management lessons may be learned from the shown link between marketing techniques and perceived dangers in order to make online tour bookings safer.

Raman, 2021 consumers' internet purchase habits for women's clothing were analyzed. The goal here is to determine what draws women to online clothing stores. Primary data is obtained by a self-structured questionnaire, and the study method is an exploratory one. Kuala Lumpur and the Klang Valley were chosen as the locations from where the responders would come. Twenty-four independent variables were collapsed into five key components using factor analysis. Product features, website safety, user experience, sales, and knowledge were among the key insights.

R. Suresh kumar (2017) His article's primary findings about rural India are that its residents are mostly engaged in agriculture and that they primarily reside in rural communities. Their quality of life is inferior because of their low income and lack of education. Two years later, in 2012, just 4.6% of Indian rural residents have access to the internet. In 2010, there were 3.6 million people in rural India who used the internet. 75% of people who live in rural areas who have access to the internet do so for leisure, 56% for communication, 50% for employment and education, 39% for social networking, and 34% for online shopping. Forty-three of the people surveyed by him said they preferred shopping online because of its convenience, affordability, accessibility, safety, and efficiency. It is said that in rural areas, people place a higher value on traditions and beliefs. Twenty-five people said they don't enjoy buying online because of issues such product delivery being impossible, fraud, customers not being able to inspect things as easily as they might in a physical store, higher pricing, and shipping delays. In rural areas, both infrastructural improvement and the government's involvement are vital. Thus, such tactics are necessary for internet retailers to entice customers in remote areas to make purchases. Converting people in rural areas to internet shoppers is quite challenging.

Ramzan Sama (2019) Marketers pour money into different types of media in an effort to influence consumer behavior (CB). The composition of advertisements on various channels reaches and engages viewers in different ways. As a result of the rise of digital media, viewers' behaviors have changed. Therefore, it is important to get a comprehensive knowledge of media advertising and its effects on CB. Awareness (AWR), interest (INT), conviction (CON), purchase (PUR), and post-purchase (PPUR) behavior of customers are the primary research foci of this study, which examines the impact of TV, radio, newspapers, magazines, and the Internet ads. For this investigation, we used an online survey. A total of 529 Indian student respondents were surveyed. The data was analyzed using a variety of statistical methods, including the Cronbach alpha, exploratory factor analysis (EFA), and the Kruskal-Wallis test. The findings show that newspaper ads had an impact throughout all five phases of CB. The statistical evidence supporting TV and the internet's role in fostering AWR, INT, and CON among consumers is overwhelming. The findings also showed that print publications like newspapers and magazines had a significant impact on customers' propensities to make PUR and PPUR purchases. Managers in the advertising industry may use this study as a guide to make their ads more neutral by using the right kinds of media.

Simran Kaur (2023) The market has shifted from conventional analog methods to cutting-edge digital ones because of the ubiquitous rise of web use in today's fast-moving, cutting-edge innovation economy. Because of the recent growth and development of online usage or dedication of buyer and sellers, consumers' attitudes are shifting, and businesses should have an in-depth investigation of this phenomenon. Research like this is necessary in such a competitive industry to understand how digital marketing influences consumers' decisions to purchase. The term "digital marketing" describes the practice of spreading promotional messages using technologically enhanced mediums like as websites, electronic mail, and mobile apps. Consumers are able to freely investigate newly released products from various firms and make educated purchasing

decisions as a result. The advent of digital marketing has made it feasible for consumers to buy goods not only in their own country but from anywhere in the globe.

METHODOLOGY

Research Design

The many factors under consideration are shown in the following model. The goal of this research is to identify the factors that have a bearing on consumers' choices while shopping online. A marketer has to know what drives a consumer, both from the outside and from inside. The purpose of this research was to determine which marketing stimuli strategy stimulates which types of personalities for impulsive buying decisions by categorizing customers into five groups based on the big five personality traits as the internal antecedents and exposing them to three different marketing stimuli strategy as external stimulus. The research further divides the impulsive shopping tendencies of internet consumers into two categories: mental and emotional.

Area of the Study:

Since Coimbatore is Tamil Nadu's second-largest city, after Chennai, it makes sense to concentrate the study there. It is one of the fastest-growing tier-II cities in India and a major hub for textiles, industries, commerce, education, IT, healthcare, and manufacturing in the region of South India. Increasing numbers of people all around the globe are connecting to the internet. The growth of websites and the

popularity of online shopping have brought internet users of all ages and walks of life together. These days, internet shopping accounts for the vast bulk of all retail activity. Thus, the area near Coimbatore is being investigated.

Sample Size

Bill Godden's technique determines that a sample size of 600 is minimally acceptable at the 95% confidence level for an infinite population. In all, 740 questionnaires were distributed for this research, but only 676 returned complete responses. Because of this, 676 questionnaires were collected using a stratified sample technique.

E-Commerce Marketing Stimuli Strategy

In common parlance, the "commerce" part of E-business refers to its commercial activities. In addition, information is shared to streamline the buying and selling process from a financial and payment perspective. One of the most efficient and helpful approaches to running a firm is via the usage of such an internal communication system. It's a way to get into a market even if your firm doesn't have any permanent facilities there. Both "e-commerce" and "e-business" describe doing business through the Internet, which may provide your company with vast new chances in the worldwide market.

DATA ANALYSIS

Percentage Analysis of Demographic Factors

Table 1: Demographic Profile of the Respondents

S.No.	Factors	Category	No. of Respondents	Percentage (%)
1.	Gender	Male	280	58.60%
		Female	396	41.40%
2.	Age	Less than 25 years	196	29.00%
		26 - 35 years	149	22.03%
		36 - 45 years	178	26.34%
		Greater than 45 years	153	22.63%
3.	Occupation	Student	142	21.01%
		Professional	136	20.12%
		Own business	125	18.49%
		Employed Pvt/ Public	145	21.45%
		Homemakers	128	18.93%
4.	Income	Pocket Money Savers	123	18.20%
		Less than Rs.20,000/-	313	46.30%
		Rs.20,001 – Rs.40,000/-	174	25.70%
		Rs.40,001 – Rs.60,000/-	37	5.50%
		Rs.60,001 and above	29	4.30%
5.	Qualification	HSC	38	5.60%
		Diploma	83	12.30%
		UG	292	43.20%
		PG	221	32.70%
		Others	42	6.20%

Source: Primary Data

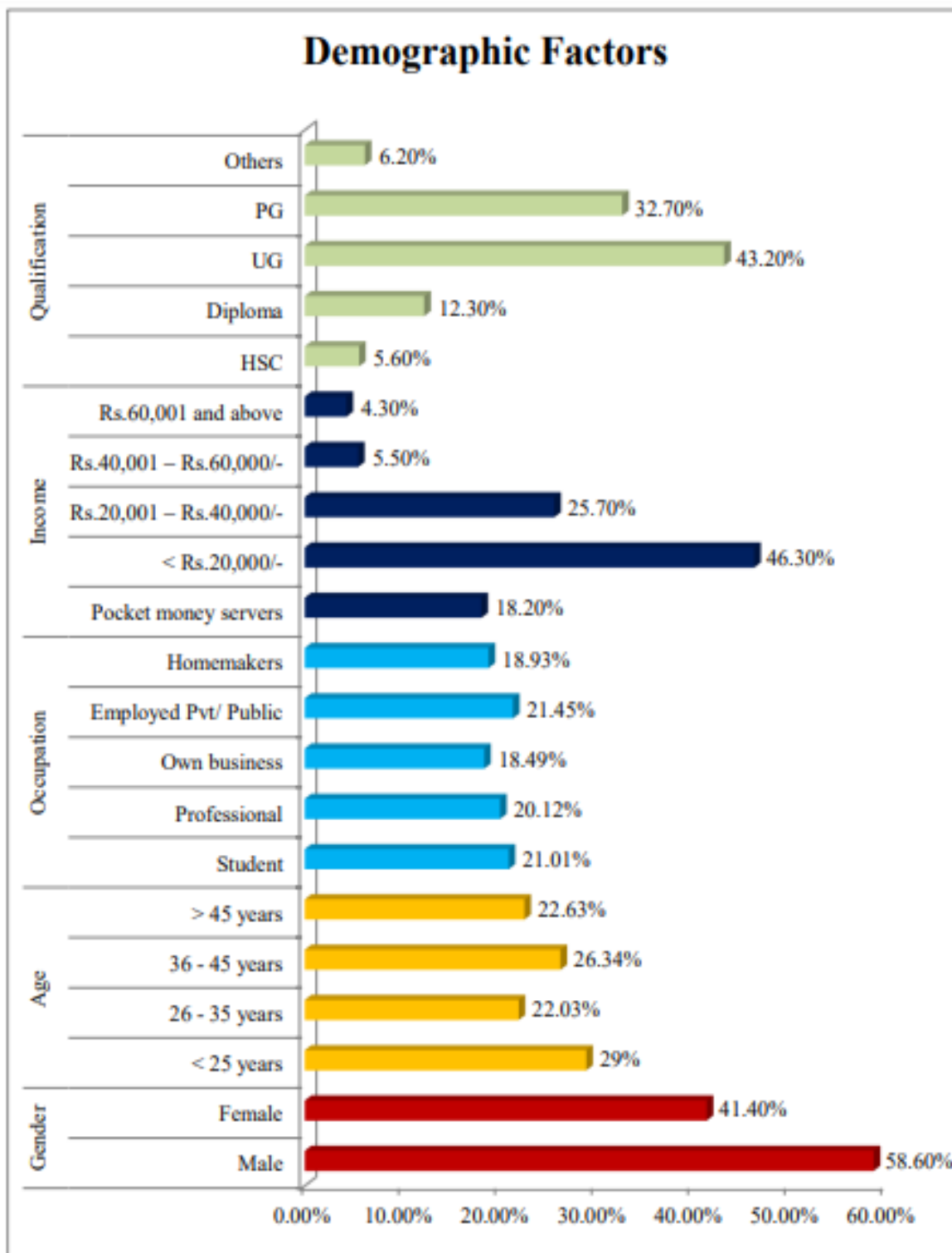


Figure 1: Demographic Factors

Interpretation

The gender breakdown of the respondents shows that men make up 58.60% of the sample while women make up just 41.1%, giving men a slight edge in terms of response rate. A quarter (29%) are young adults (defined as those aged 26-35), 26.34 percent are adults (aged 36-45), and 22.63 percent are seniors (aged 75+). Thus,

the vast majority of replies are young people (i.e., younger than 25). Twenty-one percent of respondents are students, twenty-one percent are professionals, eighteen and a half percent are self-employed, twenty-one and a half percent are working outside the house, and eighteen and a half percent are homemakers. Although the proportion of respondents from

diverse firms is significantly greater than average, the overall response rate is uniform across categories.

Considering monthly income, we find that 18.2% of online buyers are Pocket Money Savers and 46.3% earn less than Rs. 20,000. Only 25.7% of those surveyed had annual incomes below 20,000, 5.5% have annual incomes between 40,000 and 60,000, and 4.3% have annual incomes of 60,000 or more.

In terms of respondents' educational attainment, 5.6% have attained the HSC standard, 12.3% have diplomas, 43.2% have not yet completed their undergraduate degree, 32.7% have completed graduate-level work, and 6.2% fall into some other group. Therefore, majority of the sampled internet consumers are college freshmen.

Percentage Analysis of Factors that Influence Purchase Decision

Table 2: Percentage Analysis of Factors that Influence Purchase Decision

Factors	Category	Percentage
Factors Influence Purchase Decision	Web store brand name	10.50%
	Deals and offers	33.70%
	Payment option	17.40%
	More choices of products	17.00%
	Prompt delivery	10.30%
	Customer Service	11.10%

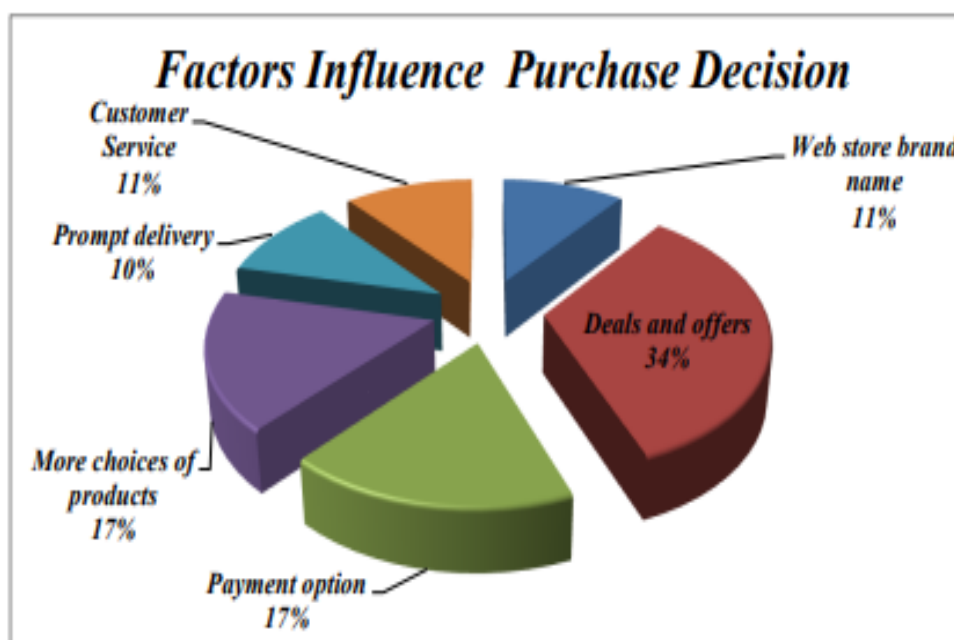


Figure 2: Factors that Influence Purchase Decision

More than a third (33.7%) of respondents say they make purchases based on sales and discounts, while 17.4% say they do so because of the variety of payment methods offered, 17% say they do so because they have more options to choose from, 11.10% say they do so because of the quality of the customer service they receive, 10.5% say they do so because of the

reputation of the web store's brand, and 10.3% say they do so because of the speed with which they receive their orders.

(ii) **Respondents Opinion on Impulsive Buying Behavior and Marketing Stimuli Strategy based on their Age**
Weighted average Cognitive Tendency in Impulsive Behavior and Age

Table 3: Cognitive Tendency in Impulsive Behavior and Age

S.No.	Particulars	Weighted Average of Age with Impulsive Buying Behaviour			
		Less than 25 years	26-35	36-45	Greater than 46 years
I	Cognitive Tendency				
1	I usually think carefully before I buy something through online.	4.04	4.15	4.19	4.15
2	I buy things only that I intend to buy, even in online.	3.71	3.82	4.00	3.67
3	If I see some offers interesting, I usually compare that product with other shopping sites.	4.05	3.99	4.07	4.05
4	Most of my purchases are planned in advance.	3.64	3.72	3.78	3.59
5	Even if I am tempted of offers through online stores, it takes me time to decide the purchase	3.87	3.94	3.83	3.85
6	I usually compare different pricing offers of various shopping sites before making buying decision.	3.92	4.02	4.06	4.00
7	Before I buy, I always carefully consider, whether I need it.	4.11	4.07	4.04	4.03
8	I check for the quality, if I purchase less price items.	3.22	3.27	3.11	3.44
	Total	3.82	3.87	3.88	3.85

Source: Primary Data

Interpretation

The cognitive tendencies of the respondents by age group are shown in the preceding table. In order to learn what motivates people to make spontaneous purchases, this research takes into account eight different variables.

The respondents between the ages of 26 and 35 had the highest mean weighted score, at 3.88, followed by those between the ages of 36 and 45, at 3.87. A total of 3.85 percentage points of respondents were aged 46 and older, followed closely by 3.82 percentage points among respondents aged 25 and under. Comparing individual responses to the general mean reveals that all respondents are cognitive, with some age-related variation. Youth and the elderly, in general, are less able to think things through before acting, therefore they tend to be more impulsive than the middle-aged and the adults who have families.

CONCLUSION

E-commerce marketing strategies have taken off as a new way to contact consumers since the Internet's widespread use. Digital marketing's meteoric rise can't be matched by any other method. From the standpoint of consumers' device use, the most prominent trends of digital marketing in the near future will be the widespread use of smartphones and the rise of mobile applications and messaging. The results of this study have important ramifications for marketers, who may use them to better tailor their promotional efforts to the online retail sector. As more and more businesses move their operations online, it is imperative that they use strategic marketing campaigns designed by E-Commerce marketers that have a deep grasp of consumers' emotional impulses". Study showed that digital channels stimulate opinion of the consumer buying behavior and consumers are pleased or satisfied with the products, which are bought through digital platform, influencing factors like (availability of the products, save time, available payment) and study showed that digital channels stimulate opinion of the consumer buying behavior and consumers are pleased with the products, which are bought through digital platform.

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