

# A Study on Impact of Online Marketing

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### Abstract

*Web Marketing is rapidly making before our eyes, and it is essentially difficult to excuse and stow away from this new sort of media. The web show is the exhibition of utilising on the web channels to spread a message about an affiliation's image, things, or associations to its typical clients. The frameworks and methods utilised for internet progressing merge email, electronic media, show publicising, webpage streamlining, and the sky is the limit starting there. The goal of publicising is to appear at likely clients through the channels where they contribute energy examining, looking, shopping, or mixing on the web. The guideline point of this paper is to tell the mindset of the clients towards the online advancing care level and to check whether the age and sexual direction factor impact the web publicising. The model taken for the assessment is 110 respondents. The examination is taken with rate and chi-square test.*

**Keyword:** Online Marketing, Webpage, Marketing, Management

### Introduction

In the fundamental stage, trade was an arrangement system. During this period, close by business areas were made. The stock was brought to these business areas from nearby places for bargains. The demonstrations of explicitly selling in like manner began at this stage. The direct arrangement system was, regardless of not, now found sensible with the developing situation. The difficulties experienced under the arrangement structure impelled people to think about an ordinary method of exchange. Various kinds of metals like gold, silver, copper, etc., were introduced as a method of exchange. The presence of money resuscitated the time of the trade, which is the centre of advancing. Like this, exhibiting is not a clever business thought of the 20th century anyway is essentially just about as old as humanity's arrangement of encounters.

Web exhibiting contrasts from standard advancing, which has commonly included mediums like print, declaration, TV and radio advertisements. Unpreventable choice of the Internet for business and individual use has made various new channels for advancing and displaying responsibility, including those referred to beforehand. There are various benefits and challenges natural with web displaying, which uses in a general sense automated mediums to pull in, attract, and convert virtual visitors to customers.

Web publicising is generally called mechanised displaying, web advancing, electronic exhibiting, or e-advancing. As the name states, it is the publicising of things or organisations over the Internet. In any case, it moreover proposes displaying through the far off media and email. Electronic Customer Relationship Management (E-CRM) structures are also organised under Internet advancing. Online advancing is the craftsmanship and investigation of selling things or possibly benefits over mechanised organisations, for instance, the web and remote associations. The art of web advancing incorporates finding the advantage online exhibiting a mix of frameworks that enticement for your genuine market and will truly change over into bargains.

## Scope and Limitation

The proposed study would remember chosen associations for India, which have utilised web promoting for improving the viability of advertising activities. The effect of web promoting on drawing in purchasers, holding purchasers, keeping up with client steadfastness, giving brand insight and keeping up with CRM would be gotten to through organised examination strategies. There are some restricting variables that can be called inborn in an examination of this nature. The whole populace of the associations won't be covered under the review. An endeavour to concentrate on the populace's idea through the restricted example will be made. All of the constraints of an example study will apply to this exploration.

## Methods of Data Collection

Helper data was assembled from the various sites, magazines and journals, etc. this assessment got a direct unpredictable examining procedure, and the model size is 110. Chennai city was picked as an examination region. The quantifiable instruments were used as Percentage examination and Chi-square test.

## Objectives of Study

- To concentrate on the demeanour of customers towards web-based promoting.
- To discover the mindfulness level of individuals towards the accessibility of items in internet showcasing.
- To concentrate on whether age and sex impact buying of web-based items.

## Review of Literature

Different investigation papers and articles give a distinct comprehension of Internet Marketing. The disclosures from the composing are presented underneath:

Suspensions making results and assessing achievement for advertisement cash spent, electronic exhibiting is more cost useful for assessing ROI on advancement (Pepelnjak, 2008).

Online media with an additional normal model Facebook has opened the entry for relationships to talk with an impressive number of individuals about

things and benefits and has opened new publicising open doorways keeping watch. This is conceivable if the supervisors are mindful of utilising the correspondence ways of thinking to draw in the clients and update their experience (Mangold, 2009).

Displaying capable ought to truly understand online social advancing endeavours and projects and perceive how effectively with execution assessment markers as the market components wherever on the world are changing compared to the young group receptiveness to online media and use. It is critical that fundamental compromise approaches are gotten in affiliation's advancing correspondence plan (Rohm and Hanna, 2011).

As a part of the study, it is exhibited that customers experience extension in certainty and fulfilment when they change by electronic media, which itself is an impelling sign for associations and displaying capable (Arnott, 2013). Web experiences impact the mental cooperation of purchasers and overhaul their buying decision on the web (Cetină, Cristiana, Rădulescu, 2012).

Locales as an instrument for electronic exhibiting have viably impacted extending bargains pay, especially for things where customers can get studies and form comments about up close and personal experiences. For associations, online reviews have worked outstandingly as an element of their by and large fundamental advancing procedure (Zhang, 2011).

## Data Analysis and Interpretation

The following table 1 shows the details of the respondents for the study. The sample taken for the study is 110 from the city; the random sampling method is used for collecting the primary data.

**Table 1: Demographic Variable**

Demographic Variables	Respondents	Percentage of Respondents
<b>Age Wise Respondents</b>		
Teenagers (Till 19 Years)	51	47
Adult (From 20 Years to 45Years)	39	35

Adult (From 46 and Above Years)	20	18
<b>Total</b>	<b>110</b>	<b>100.0</b>
<b>Gender Wise Respondents</b>		
Male	49	45
Female	61	55
<b>Total</b>	<b>110</b>	<b>100.0</b>
<b>Educational Qualification</b>		
Unschooling	9	8
Schooling	18	16
Under Graduates	57	52
Post Graduates	26	24
<b>Total</b>	<b>110</b>	<b>100.0</b>
<b>Employability Status</b>		
Government Job	17	15
Private Job	24	22
Businessman	26	24
Professionalist	11	10
Others	32	29
<b>Total</b>	<b>110</b>	<b>100.0</b>
<b>Income Level</b>		
Below 10,000	12	11
10,001 to 20,000	21	19
20,001 to 30,000	39	35
30,001 to 40,000	25	23
From 40,001	13	12
<b>Total</b>	<b>110</b>	<b>100.0</b>

Source: primary data

Above table 1 shows the segment profile of the respondent of the city. Among the shrewd age respondents, 47% of the respondents are young people, 35% and 18% of the respondents are grown-ups. 45% and 55% of the respondents are male and female separately. Training factor plays a significant when we talk about web-based showcasing; 8% are uneducated, 16% of the respondent has done tutoring, 52% and 24% have done UG and PG individually. At the point when the employability status is considered 22%, 24% and 29% are private merchants, money managers and others individually. 23% of the respondents fall in 20,000 to 30,000 pay level.

**Table 2: Awareness Level of the Respondents Towards Online Marketing**

Variables	Respondents	Percentage of Respondents
<b>Awarnes Level</b>		
Yes	100	91
No	10	9
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Source of Awarnes of Online Marketing</b>		
Friends	35	32
Relatives	25	23
Media	19	17
Advertising	21	19
Others	10	9
<b>Total</b>	<b>110</b>	<b>100</b>

Source: primary data

Table 2 shows the awareness level of the respondents about online marketing. It also says that how they are aware of it. When the question is posted to them, they say that 91% are aware of the online marketing activity, and 9% of them are not aware it's because they don't use smart gadgets and have not been used to the social network.

Table 2 explains the sources from where most of the respondents are gathering information regarding online marketing is from friends (32%), relatives (23%), media(17%), advertising (19%) and others source(9%).

**Table 3: Attitude of the Consumers owards Online Marketing**

Variables	Respondents	Percentage of Espondents
<b>Consumers Idea about Online Marketing</b>		
Innovative Ideas	66	60
Profit	25	23
Oldest Method	8	7
Others	11	10
<b>Total</b>	<b>110</b>	<b>100</b>
<b>Preference of Online Shopping</b>		
Frequently	43	39
Occuationally	52	47
Rarely	9	8
Not At All	6	5
<b>Total</b>	<b>110</b>	<b>100</b>

Usage of Internet Per Day		
1-3 Hrs	43	39
4-6 Hrs	33	30
7-9 Hrs	13	12
10-12 Hrs	12	11
Above 12 Hrs	9	8
<b>Total</b>	<b>110</b>	<b>100</b>
Products Motly Purchased Are		
Cosmetics	51	46
Textile	31	28
Electronic Gadget	18	16
Provisions	10	9
<b>Total</b>	<b>110</b>	<b>100</b>
Apps Frequently Used For Online Marketing		
Flip Cart	30	27
Amazon	33	30
Snapdeal	24	22
Meesho	12	11
Myntra	6	5
Club Factory	5	5
<b>Total</b>	<b>110</b>	<b>100</b>
Period of Purchasing Online Products		
More Than 3 Years	21	19
2 Year	19	17
Below 2 Years	4	4
Recently	66	60
<b>Total</b>	<b>110</b>	<b>100</b>
Purpose of Using Internet		
Social Network	31	28
Surfing	12	11
Shopping	8	7
All The Above	59	54
<b>Total</b>	<b>110</b>	<b>100</b>
Satisfaction Level of Delivery Status		
Yes	86	78
No	24	22
<b>Total</b>	<b>110</b>	<b>100</b>
Does Advertising Influences Online Marketing		
Yes	92	84
No	18	16
<b>Total</b>	<b>110</b>	<b>100</b>

Source: primary data

Table 3 explains the attitude of the consumers towards online marketing. According to the consumers, online marketing is an innovative idea (60%); it works for profit (23%), 10% says they were in the market, but nowadays, it's been focused on. Nearly 47% of the respondents do their online shopping occupationally, and they frequently use are 39%. It means that they do their shopping only when there is a need.

Products which are been frequently purchased are cosmetics, dresses, electronic gadget. When we talk about the satisfaction level of the respondents by using the online products they say that 78% are been satisfied and 22% are not been satisfied it's because of low quality, etc. The table 4 focuses on the age and gender wise respondents for the online marketing. Nearly 72% of the purchaser is female and 28% are male.

**Table 4: Age and Gender-Wise Respondents for Online Marketing**

Variables	Respondents	Percentage of Respondents
Gender-Wise Purchase of Online Products		
Male	31	28
Female	79	72
<b>Total</b>	<b>110</b>	<b>100</b>
Agewise Opinion about Online Marketing		
Teenagers (Till 19 Years)	69	63
Adult (From 20 Years to 45Years)	23	21
Adult (From 46 and Above Years )	18	16
<b>Total</b>	<b>110</b>	<b>100</b>
Problems Faced from Online Products		
Damages	18	16
Quality	12	11
Quantity	14	13
None	66	60
<b>Total</b>	<b>110</b>	<b>100</b>

Source: primary data

Of the teenagers, 63% gave a good opinion about the online marketing activity. They say that it's time-

consuming, give more choices and varieties, prices of the products, etc. 23% of the adults from 20 years to 45 years accepts online marketing. When we focus on the problems faced, 16% of the respondents say damage, 11% says quality, 13% says quantity and 60% says none of the problems faced by online marketing.

**Table 5: Observed Values of Age and Gender**

Age/Gender	Male	Female	Total
Teenagers (Till 19 Years)	32	49	81
Adult (From 20 Years To 45 Years)	12	9	21
Adult (From 46 And Above Years )	5	3	8
Total	49	61	110

The observed value of the study is given in Table 5. Table 6 shows the expected value of the age and gender towards online marketing. The study is carried by hypothesis testing.

**Table 6: Expected Values of Age and Gender**

Age/Gender	Male	Female
Teenagers (Till 19 Years)	36	45
Adult (From 20 Years To 45 Years)	9.3	12
Adult (From 46 And Above Years )	4	4.4

### Hypothesis Testing

$H_0$ : there is no significant relationship between the age and gender towards the online marketing activity.

$H_1$ : there is a significant relation between age and gender towards online marketing activity.

### Calculation of Chi-Square

Observed Value (O)	Expected Value (E)	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
32	36	-4	16	0.4
49	45	4	16	0.3

12	9.3	2.7	7.3	0.8
9	12	-3	9	0.8
5	4	1	1	0.3
3	4.4	1.4	1.9	0.4

Calculate value =  $\sum[(O-E)^2/E] = 3$

Degrees of freedom = 2

Table value = 5.99

At 5% level of significance.

### Inference

The calculated value is less than the table value so, the null hypothesis is accepted.

### Result

$H_0$ : There is no significant relationship between age and gender towards online marketing activity.

### Findings and Suggestions

#### Findings

- Most of the respondents lean toward internet shopping.
- The respondents know about internet showcasing, 91% and just 9% isn't known about web-based advertising since they evade to do shopping online rather they incline toward customary strategy.
- Majority of the clients are happy with the conveyance time
- To check any new item the vast majority of the clients refer through web-based publicizing
- Most of the clients have traded the item in on the web
- Majority of the clients check once before purchasing another item
- Most of the clients shop through Amazon APP
- Most of the respondents are young people 63%
- Only during the occasion the respondents favour web-based shopping.
- Cosmetics item is for the most part preferred by the both male and female respondents

#### Suggestion

According to the report, we come to the suggestions given by the respondents towards the online marketing activity to build a better and attractive designs to cover still more consumers towards online marketing. The following are the

suggestions given by the respondents:

- The quality still more can be improved.
- A comparative price list can be given at the time of selecting the products.
- Cashback services can be improved for certain products
- Most of the customers are purchasing recently in online so advertisement for online must be increased to create more awareness.
- Returning services can be improved better.
- Customer service centres can be increased.
- Senior citizens can be given more workshops to understand the online activity.
- More of advertisement clicks with advertisement extension
- Offers can be improved more.
- More feedback options can be given.

### Conclusion

From the examination wraps up, the help of web publicising is outstandingly significant. By far, most of the respondents like the assistance of web advancing. They are content with movement organisation and cost of the things purchased. Most of the respondents feel that online displaying is the better choice to safeguard us from Corona infection. Association can utilise any devices like tablets, progressed cell phones, TV, workstations, media, online media, email and bundle others to help the association and its things and organisations. Progressed displaying may achieve something different if it considers client needs an apex need.

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