

Customers' Perception On Problems Towards Adopting Marketing Strategies Of Select Online Retailers

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ABSTRACT

E-commerce can be stated as the buying and selling of goods or services through electronic means. Like the internet, mobiles, telephones, ATMs, fax machines, etc. Online marketing talks about the techniques and strategies that are used for marketing products and services on different digital platforms. Online marketing aids in attracting customers as increasingly more people are engaged in the digital world. The online market sector has gone through many industrial and rigid changes, which play a role in creating a shift in consumer buying attitudes. The present study makes an effort to locate the differences in the problems associated with adopting online e-retailers' marketing techniques and strategies. The study was on only 450 customers of selected online e-retailers in Cuddalore District. The study was based on primary data collected through an interview schedule. SPSS has been used to analyze the t-test and chi-square analysis has been used. The result of the study showed that problems relating to e-retailers' services are at variance among the customers of select online-retailers.

Key Words: Online market, Digital platforms, marketing strategies, Problems.

INTRODUCTION

The internet was hyped as a revolutionary tool of the twentieth century, like the telephone and television. Today, the internet has virtually become a household name in India. The number of Internet users in India registered year-on-year growth. Over the years, the internet has reached the lower strata of society and the smaller cities as well. The Internet has been made into a broad global market in many developed countries, and the internet has been adopted as a vital medium, offering a wide assortment of products with twenty-four hours of availability and wide area coverage. Organizations have become more serious about their internet operations, witnessing a sharp rise in online retailing activity. In spite of the internet being a relatively new service channel, the e-commerce market in India is still the tip of the iceberg, since we believe this market will grow multifold over the next period of time. The marketing strategy is building and planning a long-term and forward-looking approach with a well-defined plan to attain the desired goals and objectives of accomplishing higher sales, increased revenue generation for the company, retaining the loyal base of consumers, attracting a new set of consumers, and gaining a competitive advantage in the market amongst others. Marketing strategy helps in discovering the areas affected by organizational growth and thereby helps in creating an organizational plan to cater to the customer needs. A good marketing strategy is so useful as a road map or a cheat sheet. It will guide business in just about every business decision that you want to make. So, it is necessary to study the views of the online consumers on the patterns and progression of online shopping, the variety of factors that drive consumers towards online shopping from the view point of local cultural variables as well as consumer psychographics, and awareness and perception of consumers of marketing strategies adopted by online retailers.

NEED OF THE STUDY

Marketing strategy represents a main factor of success for organizations; executing a good marketing strategy is just as essential as conceptualizing and making it. Through marketing strategy implementation, companies use scarce resources through marketing capabilities so as to achieve the set goals and targets. The study significantly would help the e-retailers providers to add value and achieve a competitive edge against their competitors and remain successful in the long run and also the study would recognize the most

important marketing strategy that highly influencing on their consumers' behavior would disturb their future strategies. The present study also would help the government to identify the problems and risks that affect consumers and require legislation to solve those risks and procedures are needed in order to satisfy both online marketers and buyers and provide legal support. Therefore, studies on online marketing strategy of online retailers are needed to study very often.

STATEMENT OF THE PROBLEM

Due to the emergence of globalization and liberalization, the scope of marketing strategy has broadened and over the course of time,, defining and electing a target audience, planning strategic market process, atmosphere analysis, market segmentation, innovation and satisfying a consumer are becoming important. The online market has radically transformed how business people to build and promote businesses. A customer's online purchasing experience includes many things starting from information search, evaluation of products, decision making, transaction making, delivery of goods, returns of goods purchased and customer support service. A large part of the consumer population does not have the required knowledge to operate online and many of them are still worried about using online payment as a mode of payment. Lack of touch-and-feel in online shopping could lead to issues such as wrong product sizes/specifications; this creates a mental obstacle for consumers to shop online. In India, online retailing is still at its growth stage. They have failed to ensure their web store specifications;. There is a need for development of new marketing strategies to get the relationships with consumer relationships through online shopping and also to build strong relationships with consumers to achieve customer loyalty to the web store. In order to create a loyal customer, online retailers need to strengthen their strategies. Hence, the current study is undertaken to fill the gaps in the existing research in the field of online marketers' marketing strategy. In this background, the study has elevated the following research questions: Does the level of satisfaction of customers significantly differ from the different online retailers' marketing strategies?. Do problems faced by consumers while shopping online and the selection of online retailers vary on the basis of demographic factors of consumers?

OBJECTIVES OF THE STUDY

Keeping in view, the questions raised above, the objectives of the present study include

To analyse different problems regarding using select online retailers' web services.

To analyse the consumers' satisfaction strategies adopted by select online retailers.

HYPOTHESES

Ho5: Socio-economic factors of the respondents have no influence on consumers' satisfaction towards online retailer marketing strategy in the online market.

Ho6: Socio-economic factors of the respondents have no influence on problems faced by consumers in online marketers' marketing strategy.

SCOPE OF THE STUDY

The aim of the study is to massively cover the features of the online market and the possibility of the study being limited to selected online retailers' marketing strategies. It was conducted with the consumer from the selected five online retailers only, i.e., Amazon.com, Flipkart, Snapdeal, Myntra and Shopclues associated with online markets in Cuddalore district. This district has numerous small and medium scale industries and provides more employment opportunities. Hence, this district is only proposed be cover for the present study and will be made an attempt to examine the perception of consumers on different services offered and strategies offered by online retailers. The study mainly compared the selected online retailers' marketing strategies from the viewpoint of consumers. Online marketing is a vast subject; therefore, the most common marketing strategy adopted by all online retailers and their common problems are only was analyzed in this study.

RESEARCH METHODOLOGY

Research Design

Based on the objectives of the study, the present study is based on descriptive nature. The current study is based on primary data and was collected through a structured interview schedule.

Sampling Design

The researcher proposed to purposely select Cuddalore District in Tamilnadu, India for the research. Cuddalore

District consists of three revenue divisions, i.e., Cuddalore revenue division, Chidambaram revenue division, Virudhachalam revenue division. Out of three divisions, Cuddalore's revenue division (33.33%) has been selected. Cuddalore's revenue division consists of three taluks, Cuddalore Panruti, and kurinjipadi of which cuddalore taluks (33.33%) has been selected. The number of rural (villages) in this taluk is 82, of which 8 are town limits and the other 74 are rural (village) limit. Out of 8 town limits 3 (33.33%) and out of 74 village limits, 24 (33.33%) were randomly selected for the study. 75 respondents from each selected town and 10 respondents from each selected village were selected. Hence, the total sample size for the study is 465 respondents. Due to incomplete response 15 interview schedules were excluded and finally 450 samples were considered for the present study.

Tools for Data Analysis

The collected data will be processed and analyzed by SPSS software version 20.0. In order to suit the requirements of the present study, the following tools will be employed. Simple percentage analysis, Descriptive Statistics, Factor Analysis, Cronbach's Alpha test, ANOVA, t-Test, Chi-square Test, Correlation Analysis, Regression and Multiple Regression Analysis. The tests in this study will be carried out by formulating suitable hypotheses and were also tested at 5% level of significance.

PROBLEMS IN UTILIZATION OF ONLINE RETAILERS

MARKETING STRATEGIES

Shopping the internet is subject to several problems. In this section, researchers made an attempt to understand what problems are faced by the consumer while using of online retailers' marketing strategies in the online market. A list of problems is identified and presented in the following table. These problems are amassed by using mean score ranking technique and the result details are shown in the following Table1.

TABLE 1 PROBLEMS IN UTILIZATION OF ONLINE RETAILERS MARKETING STRATEGIES

Problems	Amazon.com		Flipkart		Snapdeal		Myntra		Shopclues		Others		F	P sig
	Wt.Avg.	Rank	Wt.Avg.	Rank	Wt.Avg.	Rank	Wt.Avg.	Rank	Wt.Avg.	Rank	Wt.Avg.	Rank		
No discount all the products in all time	2.55	16	3.29	6	4.38	1	4.50	1	2.71	9	3.67	4	5.316	.001*
Delivery time too long delays in getting the product	3.18	9	2.88	13	3.75	3	2.25	10	3.43	5	3.33	5	3.964	.005*
No chance for physical check	2.64	15	3.59	3	3.63	4	3.75	4	2.29	12	3.33	5	8.061	.000*
Difficult to contact Seller	3.82	2	3.06	10	3.25	7	3.25	6	3.57	4	2.67	7	2.136	.219
Received wrong goods/damaged goods	3.00	11	2.88	13	3.25	7	3.00	7	3.29	6	3.00	6	9.348	.000*
Poor after sale service	3.18	9	2.76	15	3.00	9	4.25	2	3.14	7	2.67	7	1.031	.352
Difficult to change defective product	3.36	7	2.47	17	3.25	7	3.75	4	4.14	1	1.33	11	2.994	.227
Difficult to get answers for our queries	3.00	11	2.82	14	2.88	10	2.25	10	3.29	6	2.33	8	3.064	.346
Products guarantee is not assured	3.00	11	3.29	6	2.50	13	2.25	10	2.43	11	4.33	2	5.066	.000*
Uncomfortable complaint handling procedures	3.00	11	3.47	4	2.63	12	2.00	11	3.14	7	4.00	3	3.659	.207
Visual differences between picture and received goods	2.64	15	3.18	8	3.13	8	3.50	5	2.43	11	4.00	3	9.038	.000*
Complex process of order placing	3.00	11	2.82	14	2.75	11	4.00	3	3.43	5	4.33	2	11.329	.000*
Theft of credit card information / Privacy Information	3.45	6	2.88	13	3.50	5	3.00	7	3.00	8	2.67	7	2.083	.341
Unfavor refund policy	3.64	4	3.00	11	3.75	3	2.50	9	2.00	14	2.67	7	10.561	.000*

Slow processing experiencing unnecessary tension	3.27	8	3.59	3	4.13	2	2.75	8	3.29	6	3.33	5	13.055	.001*
Not suitable for immediate need	3.55	5	2.88	13	3.75	3	3.25	6	3.86	2	3.67	4	1.228	.318
Doubt on originality	3.45	6	2.82	14	2.75	11	3.25	6	2.29	12	3.00	6	5.562	.001*
Scared of hacking	3.82	2	3.35	5	3.50	5	3.25	6	2.29	12	3.67	4	4.062	.421
Non availability of stock (sold out)	3.73	3	2.76	15	3.50	5	3.50	5	3.43	5	3.67	4	5.061	.024*
Value added tax	2.82	13	2.88	13	2.63	12	3.00	7	3.43	5	3.00	6	9.034	.024*
Online checkout processes is very tedious	2.36	17	2.88	13	3.38	6	3.00	7	3.86	2	2.00	9	4.329	.000*
Product may not arrive on time	2.36	17	2.94	12	2.25	14	3.25	6	3.86	2	2.33	8	8.234	.001*
Registration processes is very complex	3.55	5	3.24	7	2.88	10	2.25	10	2.00	14	3.33	5	2.148	.032*
Navigation system is very difficult	3.18	9	3.06	10	3.63	4	4.50	1	2.00	14	4.33	2	11.394	.000*
Layout is complicated	2.82	13	3.35	5	3.25	7	2.50	9	3.14	7	3.33	5	3.652	.257
Time taken for pages loading is too much	2.91	12	2.94	12	3.75	3	3.25	6	3.00	8	3.67	4	4.966	.004*
Some time need to pay extra shipping charges	2.64	15	3.00	11	3.38	6	4.00	3	3.71	3	4.00	3	5.628	.007*
More charges for high/more demandable products	2.82	13	4.00	1	3.25	7	3.00	7	2.57	10	3.67	4	14.326	.000*
Ordering and canceling process is very complex	4.00	1	3.24	7	3.38	6	3.25	6	2.71	9	3.67	4	5.228	.002*
Very complex payment process	3.36	7	3.47	4	2.88	10	4.00	3	3.14	7	3.33	5	6.528	.000*
Unsecured Payment gateway	3.00	11	2.35	18	3.00	9	2.75	8	3.29	6	1.67	10	6.233	.004*

Some time product visual in picture differ in received one	3.6 4	4	2.5 9	16	3.2 5	7	2.5 0	9	3.8 6	2	3.3 3	5	4.489	.005*
Availability of offers are not same for all times and all products	2.7 3	14	3.6 5	2	3.7 5	3	2.2 5	10	2.4 3	11	3.6 7	4	7.634	.005*

Source: Computed from Primary Data

The problem of no discount for all the products at all times is very strongly affected by customers of Snapdeal, Myntra and others when using online retailers as compared with customers of Amazon.com Shopclues and Flipkart, but the computed F value (5.316, $P < .001$) is significant with p value, hence, problem of no discount all the products in all time is significantly differ among the selected online retailers. The problem of delivery time and too long delays in getting the product is high for Snapdeal, Shopclues and others, but the computed F value (3.964, $P < .005$) is significant. Hence, the problem of delivery time and long delays in getting the product are significantly different among the selected online retailers.

The problem of no chance checking is high for Flipkart, Snapdeal, Myntra and other checks, but the computed F value (3.964, $P < .005$) is significant with a p value. Hence, the problem of no chance of a physical check is significantly different among the selected online retailers. Difficulty for contacting a seller is high for Amazon.com, Shopclues and Myntra, but the computed F value (2.136, $P < .219$) is not significant for p value contacting, the problem of difficulty contacting a seller does not significantly differ among the selected online retailers.

, receiving wrong goods/ damaged goods is high for Shopclues, others, Snapdeal and Myntra, but the computed F value (9.348, $P < .000$) is significant with p value. Hence, the problem of received wrong goods/ damaged goods receiving significantly different among the selected online retailers.

Poor after-sale service is high for Myntra, Shopclues and others, but the computed F value (1.031, $P < .352$) is not significant with p value. Hence, the problem of poor after sale service-does not significantly differ among the selected online retailers. Difficulty to change a defective product is

high for Shopclues and Myntra, but the computed F value (2.994, $P < .227$) is not significant. Hence, the problem of difficulty to contact seller is not significantly differ among the selected online retailers. Difficulty to get answers for our queries is high for Shopclues and Others but the computed F value (3.064, $P < .346$) not significant with p value hence, problem of difficult to get answers for our queries is not significantly differ among the selected online retailers.

Products guarantee is not assured is high for Shopclues and Others but the computed F value (5.066, $P < .000$) significant with p value hence, problem of products guarantee is not assured is significantly differ among the selected online retailers. Uncomfortable complaint handling procedures is high for others and Flipkart but the computed F value (3.659, $P < .207$) not significant with p value hence, problem of uncomfortable complaint handling procedures is not significantly differ among the selected online retailers.

Visual differences between picture and received goods is high for Others, Snapdeal and Myntra but the computed F value (9.038, $P < .000$) significant with p value hence, problem of Visual differences between picture and received goods is significantly differ among the selected online retailers. Complex process of order placing is high for others Myntra and Shopclues but the computed F value (9.038, $P < .000$) significant with p value hence, problem complex process of order placing is significantly differ among the selected online retailers. Theft of credit card information / Privacy Information is high for Snapdeal , Amazon.com, Myntra, Others and Shopclues but the computed F value (2.083, $P < .341$) not significant with p value hence, problem of theft of credit card information / Privacy Information is not significantly differ among the selected online retailers.

The unfavorable refund policy is high for Snapdeal, Amazon.com and others, but the computed F value (10.561, $P < .000$) is significant. Hence, the problem of the Unfavor refund policy significantly differs among the selected online retailers. Slow processing, experiencing unnecessary tension is high for Snapdeal and Flipkart, but the computed F value (13.055, $P < .001$) is significant with p value. Hence, the problem of slow processing and experiencing unnecessary tension is significantly different among the selected online retailers. Not suitable for immediate need, it is high for Shopclues , Myntra and Others, but the computed F value

(1.228, $P < .318$) is not significant. Hence, the problem of not being suitable for immediate needs does not significantly differ between the selected online retailers. Doubt on originality is high for Amazon.com, Myntra and Others, but the computed F value (5.562, $P < .001$) is significant. Hence, the problem of doubt about originality is significantly different among the selected online retailers.

Scare of hacking is high for Amazon.com, others and Flipkart, but the computed F value (4.062, $P < .421$) is not significant with p value. Hence, the problem of scare of hacking is not significantly different among the selected online retailers. Availability of stock (sold out) is high for Amazon.com, Others, Snapdeal, Myntra and Shopclues, but the computed F value (5.061, $P < .084$) is not significant with p value hence, the problem of non availability of stock (sold out) is not significantly differed among the selected online retailers.

Tax charging is high for Shopclues, others and Myntra but the computed F value (9.034, $P < .024$) is significant with p value. Hence, the problem of charging tax significantly different among the selected online retailers. Online checkout processes are very tedious and it is great for Shopclues, Snapdeal and Myntra, but the computed F value (4.329, $P < .000$) is significant. Hence, the problem of online checkout processes is very tedious and significantly different among the selected online retailers. Products may not arrive on time, it is high for Amazon.com, Myntra and others, but the computed F value (5.5601, $P < .001$) significant with p value hence, the problem of a product may not arrive on time, significantly different among the selected online retailers.

Registration processes are very complex and it is high for Amazon.com, Flipkart and others, but the computed F value (2.148, $P < .032$) is significant. Hence, the problem of registration processes is very complex and significantly different among the selected online retailers. The navigation system is very difficult and it is high for Myntra and others, but the computed F value (11.394, $P < .000$) is significant for a p value. Hence, the problem of the navigation system is very difficult and significantly differs between the selected online retailers.

Layout is complicated and it is high for Flipkart, others, and Snapdeal, but the computed F value (3.652, $P < .257$) is not significant with p value. Hence, the problem of layout is complicated and it does not significantly differ among the selected online retailers. The page taken for page loading is too high for Snapdeal and others, but the computed F value (4.966, $P < .004$) is significant. Hence, the problem of time taken for page loading is much different among the selected online retailers.

Sometimes the need to pay extra shipping charges is high for Shopclues and others, but the computed F value (5.628, $P < .007$) is significant. Hence, the problem of sometimes needing to pay extra shipping charges is significantly different among the selected online retailers. More charges for high/ more demandable products are high for Flipkart are others and the computed F value (14.326, $P < .000$) significant with p value hence, the problem of more charges for high/ more demandable products is significantly different among the selected online retailers.

Sometimes, delivered products differ from ordered ones, others high for Flipkart, Shopclues and others, but the computed F value (9.642, $P < .008$) is significant a p value. Hence, the problem of sometimes delivered products differing from ordered ones is significantly different among the selected online retailers. The ordering and canceling process is very complex and it is high for Amazon.com , others , Snapdeal and Shopclues great, but the computed F value (5.228, $P < .002$) is significant. Hence, the problem of the ordering and canceling process is very complex and different among the selected online retailers.

The very complex payment process is high for Flipkart and Myntra but the computed F value (6.528, $P < .000$) is significant. Hence, the problem of a very complex payment process significantly differs among the selected online retailers. The Unsecured payment gateway is high for Shopclues and Myntra but the computed F value (6.233, $P < .004$) is significant. Hence, the problem of unsecured payment gateways is significantly different among the selected online retailers.

Sometimes, product visuals in pictures differ. The received one is high for Shopclues and Amazon.com, but the computed F value (4.489, $P < .005$) is significant. Hence, the

problem of sometimes pictures differs in the received one significantly differs different among the selected online retailers. Availability of offers is not the same for all times and all products are high for Flipkart and Snapdeal but the computed F value (7.634, P <.005) is significant. Hence, the problem of availability of offers is not the same for all times and all products significantly differ among the selected online retailers.

In order to analyze the significant difference among frequent users of different e- retailers towards problems faced the following hypotheses have been tested.

Ho: “There is no significant difference among different online retailers towards overall problems faced”

The ANOVA test has been administered to find the significant difference and the result is presented the following Table 2.

TABLE 2 RESULT OF ANOVA TO MEASURE SIGNIFICANT DIFFERENCE IN PROBLEMS FACED BY RESPONDENTS

Online Retailers	Mean	SD	SE	F (P:Sig)
Amazon.com	3.149	0.147	0.040	12.427 (.000*)
Flipkart.com	3.218	0.154	0.041	
Snapdeal.com	3.327	0.156	0.042	
Myntra.com	3.449	0.165	0.056	
Shopclues.com	3.064	0.161	0.052	
Others	3.562	0.159	0.057	
Total	3.528	0.185	0.052	

Source: Computed from Primary Data

It is found from the above analysis that the calculated ‘F’ value is 12.427. It is clear that the ‘P’ value is less than 0.05 (P < 0. 000) at a 5% level of significance. Hence, the null hypothesis is rejected. There is use a significant difference among consumers who frequently between different branded online retailers when facing problems with using online retailers’ marketing strategies.

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