



# REVIEW OF RESEARCH

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## THE EMPIRICAL STUDY OF CONSUMERS COGNIZANCE & PERCEPTION LEVEL TOWARDS ONLINE MARKETING. (SPECIAL REFERENCE TO JALGAON CITY.)

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### ABSTRACT-

*In the age of globalization online marketing is observed as one of the biggest and vital revolution. From last couple of years it is observed that number of business entities is using different strategies and technologies to have expected profit. For promoting product and services online the entities usually use electronic device as better marketing strategies for better performance. Marketers use devising strategies to meet the call of online buyers; and to use the strategies in a proper sense Marketers need to study behaviour and Attitude of prospect in the field of online shopping to construct a proper framework and find suitable marketing strategy. This paper aims to establish an initial assessment, evaluation and understanding of the different characteristics of online Marketing. Researcher also made an attempt to Study Consumers cognizance level towards online marketing.*

**KEY WORDS-** Prospects, Online Marketing, Perception, Cognizance.

### INTRODUCTION:

Online Marketing is rapidly evolving globally; it is ultimately changing the way prospects shop and buy different goods and services. It generally provides a unique opportunity for the firm to reach existing and potential customers efficiently. Many of the firms have started using the online marketing mode with the aim of cutting marketing expenses, ultimately reducing the price of products and services and making them affordable. On the other hand Consumers use the online medium not only to purchase the product, but also compare prices, and distinguish the different product features. Firms can also use the Internet to bear, communicate and broadcast the significant information. Electronic medium can not only sell the product but it can be also used to collect instant feedback and implement strategies accordingly. Online marketing has a potential to improve the value and quality of product thus attracting the customers, it would also provide customer benefits and could provide a better fulfilment, thus online shopping is seen to be more convenience and ultimately increasing its popularity day by day.

As every coin has two sides, Online Marketing has benefits as well as has risk involved in it. Some of the risk inculcated is card fraud, delivery risk, lack of guarantee of quality of goods and services, lack of privacy, etc. Hence to gain expected profit Marketer need to Study Consumers cognizance level, their expectation, demands and attitude when online marketing is concerned.

### 1.1 Online marketing:

Online marketing can also be called as internet marketing, digital marketing, web marketing and search engine marketing.

Online marketing is a tool or methodology used to promote products and services using internet as a medium. It usually includes a wide range when compared to traditional business marketing as it involves extra channels and marketing mechanisms.

Online marketing have number of benefits as; a better Growth of firm, Reduced the marketing expenses, involves instant communications resulting in better customer service, giving number of Competitive advantages.

One of the main limitations of online marketing is, lack of physicality, as consumers are unable to try out, or could not try on items they might wish to purchase. No Liberal return policy is another main reason consumer hesitate to buy online product.

### 1.2 Consumer Behavior:

Consumer behavior is the study of individuals or a group of individuals related to their purchasing pattern, use and disposal of goods and services, including the consumer's emotional, mental and behavioral responses that precede or follow these activities. The concept of Consumer behavior emerges in the mid-nineties as a discrete sub-discipline in marketing. If Marketers need to succeed in today's vibrant and rapidly budding marketplace, sellers need to know basic needs of consumers – i.e. their need and wants and even the price they are willing to pay for a particular product. Marketers need to recognize the influencing factors that manipulate consumer decisions.

The study of consumer behavior is apprehensive with various aspects such as purchasing pattern— involving pre-purchase activities to post-purchase expenditure, assessment and disposal activities. It is also anxious with the factors including, either directly or indirectly, in purchasing decisions and consumption activities which involve brand-influencers as well as opinion leaders. In this study, Research has shown consumer behavior is difficult to expect, including experts opinion.

### 1.3 Online Marketing & Consumer:

Internet marketing makes best use of the value that comes while reaching potential consumers through digital media. As Marketers involve more people, Marketers grow their brand awareness, and ultimately pull more visitors to their website. At the same time it's also valuable for consumers. As Consumers are benefited with the information of different products without moving to physical stores. In many ways, online Marketing is said to be perfect scenario for a reciprocally beneficial relationship.

On the other hand Consumer perception is the most significant factor for all entities, as it helps in emerging brand cognizance and perception. For online as well as offline marketing it is crucial for management/ Firms to understand consumer perception more effectually and resourcefully.

Consumer perception have an influence on, brand awareness, the brand loyalty, influence consumer loyalty, influence brand image and could give Competitive advantage

## 2.0 RESEARCH METHODOLOGY

Research Methodology of present research is as follows:

### 2.1 Objectives:

- 1) To detect the cognizance level of prospects towards Online marketing.
- 2) To evaluate the perceptual level of consumer towards online marketing.
- 3) To study Consumers attitude towards Online Marketing in jalgaon city.

## 2.2 Sample Size and Sampling:

Near about 126 respondent from Jalgaon City are being selected by the researchers to study the Cognizance level towards Online Marketing. A simple random Sampling Method is used in the Research by the Researcher. Experts interviews were also conducted to have a strong point of views.

## 3.1 ANALYSIS AND INTERPRETATION

Module	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
Receive Quality Products through Online Shopping	17	27	43	13	26
Online Marketing provides Updated Information	37	29	21	17	22
Can easily compare number of products while shopping online	47	34	16	13	16
Website is preferred for shopping as quality information is provided on companies Website	56	26	24	08	12
It is secured to shop online	7	11	23	28	57
Like to shop only from Trustworthy Websites	52	39	17	12	06
Security is a key concern while transaction	67	31	13	7	8
Satisfied using Online medium for shopping	43	29	19	27	8

### FINDING:

It is being observed that Customer are in neutral stage when asked about the Quality Products through Online Shopping, which is a key concern. To reach its full potential Marketers should aspect Quality Product.

According to the survey many a time Consumer receive updated information using digital Medium.

Online mode has variety of products and services. Moreover electronic medium are easy to handle & maintain, more and more products and services could be compared to get desired product or services.

Authentication of data, quality is a key concern and hence consumer normally prefer Website of the firm for shopping as quality information is provided on companies Website only.

Security issues should be properly deal by the Marketers, as customer feel insecure to share its information on online mode.

Again Customer tries to buy only from Trustworthy Websites, as other sites may hamper the quality expected by the consumers.

Consumer are Satisfied using Online medium for shopping as it provides them number of options, discounts, easy delivery & easy purchase.

### CONCLUSION:

No doubt we can observe ongoing changes in the nature of the market and society, the internet is a one of important cause for the changes observed. Recent advances of the internet and development of online shopping centers have facilitated the interconnectivity of consumers and its behavioral pattern. And

hence the large numbers of studies have been conducted by the scholars and academicians nationally and across the world, discovering the features that may affect online buying behavior of innumerable consumers. This research work is an attempt to explore the factors that may affect the attitude of consumers in Jalgaon city towards online shopping. From the collected data we came to know that the perceptual level of the consumer is the most significant factor that affects online shopping behavior of consumer in Jalgaon city. The researcher also concluded that consumers attitude towards online shopping is being risky risk includes the lack of trust, chance of being cheated, inferior quality of products than desired, non-returnable policy of firms etc. Thus online selling have more subjects of concerned that the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery are yet to be in uniform nature. To have a maximum profits Marketers should have a policy regarding the above concerned.

### SUGGESTIONS:

Companies should have more risk reduction activities as risk could strongly influence consumers online purchase decisions on a negative path. And specific types of risk like online frauds should be taken care of in different scenario.

The shopping sites should spot a Certificate of Authenticity ( a seal or small sticker designed to demonstrate that the item is genuine and risk-free) and should have a security symbol in order to safe shopping.

Companies should improve consumer's value perceptions about the products and reduce consumers risk in the online shopping environment by providing quality products, timely delivery and fulfil their expectations.

Online retailers should also look into the possibility of introducing a BOP facility which could ensure that the customer gets a chance to formally interact with the other party before the actual purchase.

There is still a low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier to experiencing online shopping. Hence the companies should make the people aware through different ways.

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