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VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES
COIMBATORE, TAMILNADU, INDIA



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Vichaara in Sanskrit language means academic activities deeply engaged in systematic studies and researches on socio-political and economic topics. It also means reflective thinking and self enquiry.

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1. To be a vehicle of academic research, documentation and dissemination of management innovation and practice.
2. To maintain the quality of publication by means of achieving high Impact Factor and securing a coveted place in the Social Science Index Citation and online databases.

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This section is designed to be quantitative, empirical in nature and can include the summary or findings of completed research or work in progress.

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Articles based on current issues and contemporary trends in business and management will be included in this section.

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Business and management practices in diverse, institution – context specific cases will find place in this section.

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- Success stories of High Performance Enterprises,
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To disseminate Indian Ethos and Values in management learning and business practices and evaluate the same as success ingredients in management.

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Vichaara invites the submission of spontaneous book reviews on current management themes.

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- Reviews should give a brief introduction about the title of the book and author (s).
- Reviews should make a clear attempt to comprehend the issues or problems highlighted in the book.
- It should objectively evaluate conceptual foundation of the book with its strengths and weaknesses
- The usage of references should be avoided to the maximum. If used APA reference style is preferred.

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Editorial

It is heartening to see that the first issue of the VICHARA AN INTERNATIONAL JOURNAL OF MANAGEMENT has been brought out successfully. An educational journal is a platform where knowledge gets amplified and disseminated; research results and innovations are documented and unique experiences are shared for enhancement of knowledge.

The design architecture of *Vichaara* is made in such a way that it becomes a comprehensive document to reflect the different dimensions of Management discipline. **Business Research** forms the core part wherein original, empirical based research papers are included. Four such studies find a place in the current issue: 1) “Impact of Person Environment Fit on Job Satisfaction” 2) “A Study of Financial Position of Selected Steel Industries Ltd in BSE” 3) “Impact of Advertisement on Jewel Purchase Decision: A Study in Coimbatore District” 4) “Feasibility of Online Marketing: A Study in Coimbatore District”.

Another Dimension is about **Contemporary Management Thought** which include a new concept namely “Servitude” and another is on FDI in Retail Sector. A concept based **Case Study** namely Transformation from CRM to CMR finds its application in yarn marketing. **Book Review** is an added feature. An exclusive section on **Management Practices** is included to throw insights into successful entrepreneurs as well as robust enterprises and the coordinates and ingredients of success phenomena. The section devoted to **Revisiting Native Wisdom** provides scope for rediscovering native management perception and practices prevailing since ancient times in India as well as in other old world countries.

We invite scholarly articles and research papers and write ups on robust cases and highlights of successful enterprises and business leaders

Suggestions and views from readers and scholars are solicited for the qualitative improvement of the journal

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FEASIBILITY OF ON-LINE MARKETING

A Study in Coimbatore District

Mrs. S. Uma Maheshwari, Associate Professor, VIMS, Coimbatore

Abstract

Innovation has a great impact on the economic prosperity of a society. The advances in communication and information technology in the recent years have made the Internet become a dominant factor in people's daily lives and have also provided entrepreneurs with a variety of opportunities to create business value. The consumers can have access to the products from anywhere through internet marketing. It creates brand awareness as well as product knowledge and at the same time minimizes the exigencies of buying. The paper is designed to give the reader an insight about the consumer perceptions regarding On-line Marketing.

Keywords: online marketing, social networks, E-Marketing.

Introduction of the Study

The fundamental and strenuous task in marketing is the effort to establish connection between producer and consumer or seller and buyer. The geographical and physical distance that separates the two groups of people has to be bridged by means of channel intermediaries in the traditional system of marketing. Direct Marketing is gaining popularity in respect of certain products. The advent of communication and information technology has brought about a revolutionary change in the marketing arena. The internet revolution has galvanized the tempo of direct marketing. India's internet population is expanding and the number of internet users is growing rapidly. The educated youth in metros and tier 1 cities are tech savvy and increasingly use the social networking sites like Google and Face book. To tap this youth population and expand the market potential, the producers and sellers are resorting to electronic-communication media such as internet and mobile phones. In recent years there is a considerable increase in the internet users in tier 2 and tier 3 cities. (The Hindu dated 15.03.2013) The consumer in the age group 20 to 45 years are the active audience for the E-Marketing.

Since there is high degree of internet penetration, especially in semi-urban areas, it has been assessed that:

“The future of digital marketing professionals is high. The country's internet population is predicted to reach 25% of the population, and e-commerce industry is expected to reach Rs100 crores in revenues by 2015. (The Hindu, Nithya sai soumya, dated 15.03.2013)

The marketing through traditional channel has certain inbuilt limitations:

- It consumes the entrepreneur's valuable time and energy.
- Price- spread is large, leaving the low margin to the producer/ seller and high price for the ultimate consumers.

- There is a little scope for direct contact and understanding between the producers and consumers.
- There is no scope for tailor made, consumer specific product features.

Whereas, in inter-net marketing

- Valuable time and energy of the seller and buyer is saved.
- Market analysis can be more accurate and precise.
- Price spread is minimized and that leads to price advantage to both.
- Product can be individually tailored and there can be a lasting and personal contact between seller and buyer.

The lack of familiarity with e-business and perceived risk and absences of opportunity to see the products physically and touch them and feel them are some of the limitation in this mode of purchase.

Despite the limitations buying through internet has become an alternative and more popular mode of buying particularly among urban youth. The spread of mobile phone in a rapid speed has accelerated the e-marketing and has resulted m-marketing.

Therefore, new strategies will have to be evolved in marketing to cope up with the internet era.

- ✓ Firstly the entrepreneur and seller have to depend more on “Pull strategy” rather than “Push strategy”. They have to adopt novel ways to attract customers through designing and administrating websites.
- ✓ Secondly, the seller have to spend time and energy more in “ Inbound marketing” by which they create content, conversation and design so that they draw and retain consumers to their products or websites (Joanna lord Online Marketing Trends for 2013 –Wikipedia)

Review of Literature

Years of research have yielded many important findings. Among those studies, the internet has been viewed as a marketing channel, a new advertising medium, and a communication platform. In India it has been estimated that the internet penetration is high; and there will be 348 million internet users in 2017, up from 138 million in 2012. This is followed by highlighting the research gaps and contribution of the present study

The typical internet user of the twentieth century is young, professional, and affluent with higher levels of income and higher education (Palumbo and Herbig, 1998). They value time more than money which automatically makes the working population and dual-income or single-parent households with time constraints better candidates to be targeted by non-store retailers (Burke, 1997). Actually, both demographics and personality variables such as opinion leadership or risk aversiveness are very important factors that are considered in studies trying to determine the antecedents of internet purchases (Kwak et al., 2002). Confirmatory work shows that income and purchasing power have consistently been found to affect consumers’ propensity to shift from brick-and-mortar to virtual shops (Co-mor, 2000).

Internet usage history and intensity also affect online shopping potential. Consumers with longer histories of internet usage educated and equipped with better skills and perceptions of the Web environment have significantly higher intensities of online shopping experiences and are better candidates to be captured in the well-known concept of flow in the cyber world (Sisk, 2000; Hoffman and Novak, 1996; Liao and Cheung, 2001). Those consumers using the Internet for a longer time from various locations and for a higher variety of services are considered to be more active users (Emmanouilides and Hammond, 2000). As Bellman et al. (1999) mention, demographics are not so important in determining online purchasing potential. Whether the consumer has a wired lifestyle and the time constraints the person has are much more influential. Risk taking propensity is also a powerful factor. E-shoppers have higher risk taking tendencies. Consumers with high levels of privacy and security concerns have lower purchasing rates in online markets but they balance this characteristic with their quest for making use of the information advantage of the environment (Kwak et al., 2002; Miyazaki and Fernandez, 2001). These educated individuals, as more confident decision makers, are much more demanding and have greater control over the purchasing process from initiation to completion (Rao et al., 1998).

Statement of the Problem

In Indian scenario the people are in fast moving attitude and they are not interested to spare time to search the product for their own use and for gifting. They want to gain product knowledge and purchase product at their door steps. They spend time in front of the net and acquire the product from their place. There are plenty of marketers who sell their product online and deliver the description of the products in detail. The study is an attempt to explore the knowledge of the online purchase and the attitude towards the online marketing among respondents.

Need of the Study

The need of the study is to know the knowledge attitude towards the on-line marketing and preference of the product which they would like to get at their door-steps. The study assumes significance in the light of the fact that very few researchers work on the buying behaviour of the online marketing. It focuses on the possible outcome of the promotion of the products through internet.

With a view to assessing the awareness of on-line buying and the extent of prevailing practice among the youth, an empirical study was undertaken in Coimbatore District.

Objectives

- a) To analyze the profile of the on-line customer.
- b) To analyze the behavior of the customer towards the on-line marketing

Methodology

The study is based on the data collected from online customers in urban localities of the Coimbatore district. It includes different categories of customers like students, employee, and professionals and self-employed. The respondents were selected by convenience sampling method.

The data collected pertain to the period of 3 months i.e from January 2013 to March 2013. Questionnaire was the main tool for collecting the data. The questionnaire was pretested to ensure clarity and prompt response from the respondents. Secondary data were collected from various text books, journals, magazines, RBI annual report, SEBI annual report etc. The sample size was 360.

Data Analysis and Interpretation

The data collected were analyzed by preparing appropriate tables. The information collected with the help of questionnaire are tabulated and analyzed by percentage analysis, mean and chi-square test.

Table: 1-Profile of the Respondent

Personal Factors	Total	Percent
Gender		
Male	212	60.3
Female	140	39.7
Occupation		
Student	258	71.7
Professional	50	13.9
Self-Employed	6	1.7
Empl.Govt	2	.6
Empl.Pvt	36	10.0
Domicile		
Urban	157	43.3
Semi-urban	110	30.6
Rural	80	22.3
Income		
<10,000	45	30.20
10,000-25,000	78	52.00
25,000-50,000	20	13.42
>50,000	6	4.00
Location		
City	147	62.00
Town	65	27.4
Metropolitan	25	10.54
Familiarity		
Yes	185	51.4
No	171	48.0

Table 1 reveals that in the profile of respondents, the majority of respondents (60.3%) are males, students are the predominant (71.7%); a sizeable section fall under domicile (43.3%);

have the income level ranging from Rs 10,000 – 25,000 (52%). Majority of them are located in city (62.0%), and are familiar with online marketing (51.4%).

Table: 2 -Membership in Social Network

Social Network	Total	Percentage
Facebook	291	80.8
Twitter	88	24.4
Linkedin	67	18.6
Orkut	99	27.5
Googleplus+	110	30.6
	360	

*Multiple responses received

Table 2 shows that majority of the respondents are members in the face book (80.8%); and googleplus + (30.6%) Only lesser number of respondents are members in twitter and LinkedIn.

Table: 3-Motive and Means of Purchase

Particulars	Number	Percent
Purchase purpose		
Own use	242	80.6
Gifting	58	19.3
Product Search		
Product utility	41	13.6
Brand	86	28.6
Both	173	57.6
Money Spent		
<2000	140	61.9
2001-4000	54	23.8
4001-6000	17	7.5
6001-8000	3	1.3
8001-10000	9	1.3
>10,000		3.9

Table 3 clarifies that a majority of the respondents purchase products for their own use (80.6%) and it is being purchased for both product utility and brand (57.6%) and the money spent was meager ie, less than Rs 2000(61.9%).

Table: 4-Variety of Products Purchased

Product purchase	Number	Percent
Books	126	35
Computer	38	10.6

Electronic	86	23.9
Jewellery	42	11.7
Clothing	82	22.8
Accessories	83	23.1
Gift& Flowers	46	12.8
Clothing-Women		
Tops/jens	15	18.5
T-Shirts	17	20.90
Kurtas	8	9.87
Salwar	12	14.81
Sarees	19	23.45
Jackets	4	4.90
Innerwear	2	2.46
leginggs	4	4.90
Clothing-Men		
T-Shirts&polo	42	33.33
Casual	29	23.00
Formal	24	19.04
Suit & Blazer	17	13.49
Towels	6	4.76
Jackets	8	6.34

Table 4 states that the variety of products purchased in online marketing stood high with books (35%). Coming to clothing of women sarees (23.45%) are highly purchased and in men clothing T-shirts & polo (33.33%) are more frequently purchased through online.

Chi-Square Analysis: The chi-square analysis is used to test the significance of association between one factor and the other factors. For this purpose the factors were classified into four groups

Table: 5- Chi-Square Analysis

Association Between Familiarity and	Value	Table value	Signifacants
Gender	11.625	3.841	Signifacant
Income level	1.221	7.815	Not Significant
Domicile	4.062	5.991	Not Significant
Job location	.521	5.991	Not Significant
Association between purpose of purchase and			
Gender	1.136	3.841	Not Significant
Income level	5.342	7.815	Not Significant
Domicile	11.195	5.991	Significant
Job location	.312	5.991	Not Significant
Association between product search and			
Gender	16.968	5.991	Significant
Income level	3.525	12.592	Not Significant
Domicile	.162	9.488	Not Significant
Job location	6.288	9.488	Not Significant
Association between money spent and			
Gender	7.028	9.488	Not Significant
Income level	5.180	15.507	Not significant
Domicile	4.546	15.507	Not Significant
Job location	7.930	12.596	Not Significant

Table 5 states that there is an association between familiarity of purchase and the gender and there is an association between purpose purchase of and income as well as domicile, product search and gender also have an association. Thus it may broadly be understood that gender, place of living and income are significant factors associated with on-line purchase.

Suggestions and Conclusion

Rapid expansion of internet facility triggered by telecom revolution taking place in India provides unlimited scope of E-commerce and on-line marketing.

The survey reveals that students constitute a dominant section of the respondents. Most of the respondents are residing either in urban or semi-urban areas. Only a small segment of the respondents belong to rural areas. By and large on-line marketing is an urban phenomenon.

The income levels of the respondents were by and large very limited. Awareness about online purchase and access to net-connectivity are basic prerequisites for online marketing. That should be supported by income which provides the purchasing power.

Job location is an important factor which provides exposure to on-line purchase. All the respondents work in urban environment and are exposed to online purchase. Therefore potentiality for this line of marketing is promising in urban market.

A majority of the respondents are familiar with on-line purchase. The proportion of respondents expressing familiarity is higher among the males, compared to females. Women have some hesitation to use the social networks for obvious reasons.

Those who make purchase for own use are more numerous than those who use for gifting. This reveals sustainability of online purchase by the respondents.

Brand seems to be a propelling factor in product search, whereas product utility plays a less important role in product search.

Money spent on on-line purchase by the respondents is low, as the spending power and income level are low among the respondents. The potentiality of online marketing will augment only when the income level and purchasing power increases. Among the product purchased electronic items, clothing and accessories are more important.

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