

# A Study On The Effectiveness Of Online Marketing With Special Reference To Fmcg In Nagercoil City

**S. SUGASHINI<sup>1</sup>, Dr. P. ASHA<sup>2</sup>**

<sup>1</sup>*Ph. D Research Scholar, Department of Commerce, S.T. Hindu College, Nagercoil- 2, Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu. (Reg. No: 20213151012002)*

<sup>2</sup>*Assistant Professor, Department of Commerce, S.T. Hindu College, Nagercoil-2, Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu*

E-business is a booming activity: its consumption is increasing day by day. Perhaps the clearest indication of the growing importance of e-business in the global economy is the rapidity with which internet use has grown and spread during the last decade. The boom in e-business also includes increased use of other media for trade, such as the telephone, television, fax and electronic payment. The term "Electronic business" refers to the use of an electronic medium to carryout commercial transactions. Most of the time, it refers to the sale of products via Internet, but the term e-business also covers purchasing mechanisms via Internet. A client who purchases on the Internet is called a cyber-consumer. Electronic business makes it possible to highly customize products in particular when the electronic business site is linked with the production system of the enterprise (e.g business cards, customized items such as T- Shirts, cups, caps, etc) electronic commerce makes it possible to receive the purchase in a very short time, if not immediately.

**Keywords:** Satisfaction, Marketing.

## INTRODUCTION

Marketing is the activity, set of institutions and processes for creating, communicating, delivering and exchanging offerings that have value for customers, clients, partners and society at large. Marketing is the process of communicating the value of a product or service to customers.

Online marketing is the marketing and promotion of products or services over the internet marketing directly marketing a commercial message to a group of people using electronic mail. In online marketing the marketers target a user browsing the Internet alone and so that the marketers' messages reach the user personally. Online Marketing is inexpensive when examining the ratio of cost to the reach of the target audience. Companies can reach a wide audience for a small fraction of traditional advertising budgets. The advertisers can use a variety of methods. Such as pay per impression, pay per click, pay per play and pay per

action. Therefore, marketers can determine which messages or offerings are more appealing to the audience. The results of campaigns can be measured and tracked immediately because online marketing initiatives usually require users to click on an advertisement, to visit a website and to perform a targeted action.

## **FAST MOVING CONSUMER GOODS (FMCG)**

Fast Moving Consumer Goods are sold quickly and at relatively low cost. Examples include non-durable goods such as soft drinks, toiletries and grocery items. Though the absolute profit made on Fast Moving Consumer Good is relatively small, they generally sell in large quantities, so the cumulative profit on such products can be substantial.

Fast Moving Consumer Electronics are a type of Fast-Moving Consumer Goods and are typically low generic or easily substitutable consumer electronics. Including lower end mobile phones, mp3 players, game players and cameras, which have a short usage life, typically a year or less and as such are disposable.

## **STATEMENT OF THE PROBLEM**

Online Marketing is an interactive tool which can be used between marketers and the public at large. Internet Marketing is important because it aligns with the way consumers make purchasing decisions. It enables to build relations with customers and prospects through regular low-cost personalized communication, reflecting the move away from mass marketing.

Today, organizations are aware of internet marketing importance and are regularly competing. To overcome this competition, professions regularly researching are and innovating new tools and tricks to enhance the power of internet marketing. Internet Marketing is regularly becoming high reach. These all attract business to promote their product and services over this World Wide Web where customers are always online now they just have to deliver their message to them.

Present world is based digital applications. Organizations and customers, both are now equipped with computers powered by high speed internet service. This technology change has created new gateways of one-to-one relations and mass population reach. This mutual benefit boomed internet marketing in 21st century. In the next few years, millions move will get connected to the internet, it will become an even bigger force and many more people will look and find what they need online. Online Marketing is very much helpful for the people for buying the products without going to market through purchasing sites. This study helps to find the customer's opinion about online marketing and how it helps the people to save their time.

## **OBECTIVES OF STUDY**

- To know the effectiveness of online marketing with special reference to Fast Moving Consumer Goods.
- To find out the various Fast Moving Consumer Goods being sold by online.
- To study the attitude and satisfaction among the consumers of online marketing.

## **RESEARCH METHODOLOGY**

The descriptive study includes surveys and fact findings, enquires of different kinds. The main characteristics of this method are that the researchers have no control over the variable. She can report what had happened or what is happening.

Data collection is the process of enumeration together with the proper recording of results. The researcher has collected both primary and secondary data.

Primary data were collected from various customers of online marketing who are working in various organizations.

The Researcher had collected the secondary data from various records, journals, magazines, websites etc.

## **SAMPLING TECHNIQUE**

Sample size is 50

Sampling method: Simple random sampling

## **ANALYSIS AND INTERPRETATIONS:**

The demographic profile of the sample respondents are presented in the following table

**Table 1: Demographic Variables**

<b>Demographic Variable</b>	<b>Variable Description</b>	<b>No. of Respondents</b>	<b>Percentage</b>
<b>Gender</b>	Male	31	62
	Female	19	38
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Marital Status</b>	Single	44	88
	Married	6	12
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Earnings</b>	Yes	34	68
	No	16	32
	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Educational Qualification</b>	10 <sup>th</sup>	2	4
	HSS	5	10
	UG	8	16
	PG	33	66
	Diploma	2	4

	<b>Total</b>	<b>50</b>	<b>100</b>
<b>Family Monthly Income</b>	Below Rs.20,000	9	26.47
	Rs.20,001 –Rs.40,000	4	11.76
	Rs.40,001 –Rs.60,000	8	23.53
	Above 60,000	13	38.24
	<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

The respondents, 62 percent of the respondents are between the gender group of Male. 38 percent of the respondents are between the gender group of Female.

The respondents, 88 percent of the respondents are between the marital status of Single. 12 percent of the respondents are between the marital status of Married.

The respondents, 68 percent of the respondents are between the earnings of Yes. 34 percent of the respondents are between the earnings of No.

The respondents, 66 percent of the respondents are between the Education Qualification of PG. 16 percent of the respondents are between the Education Qualification of UG. 10 percent of the respondents are between the Education Qualification of HSS and 4 percent of the respondents are between the Education Qualification of 10<sup>TH</sup> and Diploma.

The respondents, 38.24 percent of the respondents are between the Family income of Above Rs. 60,000. 26.47 percent of the respondents are between the Family income of Below Rs. 20,000. 23.53 percent of the respondents are between the Family income of Rs. 40,001 – Rs. 60,000. 11.76 percent of the respondents are between the Family income of Rs. 20,001 – Rs.40,000.

**Sources of website knowledge:**

The Respondents are getting knowledge from various source of Advertisement. Advertisement is that activity which conveys a visual or oral message. Its purpose is to inform or influence the consumers in order to increase the sales. Advertising creates a desire for a new product in the consumers. The success of business greatly depends upon effective advertising. The following table shows the mode of advertisement.

**Table 2: Sources of website knowledge**

<b>Sources</b>	<b>No. of Respondents</b>	<b>Percentage</b>
Newspaper advertisement	14	28
Television commercials	12	24
Friends	24	48
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

From the table 2 we can understand that 28% of the respondents are get to know from newspaper ads, 24% are from television commercials and 48% are from their friends.

**Purchasing Site:**

The selected respondents are classified according to their preference towards Purchasing site of online shopping. It is shown in Table: 3

**Table 3: Purchasing Site:**

Purchasing Site	No. of Respondents	Percentage
Naaptol	8	16
eBay	7	14
Amazon	11	22
Homeshop18	9	18
Other	15	30
<b>Total</b>	<b>50</b>	<b>100</b>

**Source: Primary data**

From the table 3 we can understand that 16% of the respondents are purchasing from naaptol, 14% are from eBay, 22% are from amazon, 18% are from homeshop18 and 30% are from other websites.

**Opinion Among the Consumers of Online Marketing:**

The selected respondents are classified according to their preference towards Opinion among the Consumers of Online Marketing. It is shown in Table 4

**Table 4: Opinion Among the Consumers of Online Marketing**

Variables	Component			
	1	2	3	4
Opinion about the services of websites	.799			
Opinion about the quality of products	.735			
Opinion about the rate of products in terms of quality	.678			
Opinion about the product delivery at correct time	.502			
Opinion about the time savings for busy people		.837		
Opinion about the availability of better customer care services		.738		
Opinion about the procedure for buying product through online		.644		
Opinion about the improvement of customer retention through online Marketing			.952	
Opinion about the home delivery system through online Marketing			.868	
Opinion about the product which is bought through online Marketing			.687	
Opinion about the respondents towards website			.520	
Details about period of purchase				.905
Customer attitude towards the online Marketing				.838

Over all Opinion about online Marketing				.612
Information level from the website				.594
KMO Measures of sampling adequacy	.608			
Bartlett's test of Sphericity	-			
APP. Chi – square value	396.057			
Df	105			
Sig.	.000			

### Source: Primary data

Extraction Method : Principal Component Analysis

Rotation Method : Varimax with Kaiser Normalisation

The KMO value is very high (0.608). Similarly, the Bartlett's test rejects the null hypothesis i.e., the variables are not related as the approximate chi-square value is 396.057 at 105 degrees of freedom which is significant at 1 per cent level of significance. Thus factor analysis may be considered as an appropriate technique.

The above table indicates the Rotated factor loading for the 15 variables. It is clear from the table that all the 15 variable have been extracted in to factors namely f1 f2 f3 and f4. The variables fall under each category of factor in a way closely related to one another. The different factors so categorized area.

**Table 5: Opinion Among the Consumers of Online Marketing**

SI. No	Factor	No. of Variables	Eigen Value	Percent of Variation Explained	Cumulative Percent of Variation Explained
1	Services	4	4.774	31.625	31.625
2	Opinion	3	2.455	16.369	47.994
3	Marketing	4	1.834	12.224	60.217
4	Attitude	4	1.113	7.421	67.638

The exploratory factor analyses have identified four opinion among the consumers of online marketing Services, Opinion, Marketing and Attitude. Since their Eigen values are 4.774, 2.455, 1.834 and 1.113 respectively.

### SUGGESTIONS

- A worthy awareness program must be conducted, about the pros and cons of online purchasing.

- The quality of the products delivered through online purchasing must be ensured without any failure.
- The customers should be warned about the existence of fake online purchasing sites, which would extract all the money from their accounts.
- Rather than making use of this custom of online purchasing sites, at sometimes, the customer should frequently make use of these types of sites.
- The procedures adopted for purchasing commodities through online purchasing sites, must be made much easier, so that, the commoners will also be able to make use of these sites.
- The manufacturing companies must embellish their concerned online purchasing sites, by providing all the relevant information about their products.
- There should be much more improvement in maintaining an accurate customer retention methodology through these online purchasing sites.

## **CONCLUSION**

Electronic Commerce, the negotiated exchange of goods and services, has been practiced in traditional ways for thousands of years. Electronic commerce is the application of new technologies, particularly internet and Web technologies, to help individuals, businesses and other organizations conduct business more effectively. As the Industrial Revolution, electronic commerce will be adopted in waves of change. Not all activities lend themselves to improvement with these technologies, but many do. Using electronic commerce, some businesses have been able to create new products and services and others have improved the promotion, marketing and delivery of the existing offerings. Firms have also found many ways to use electronic commerce to improve purchasing and supplying activities; identify new customers; and operate their finance, administration and human resource management activities more efficiently. The inherently global nature of electronic commerce leads to many opportunities and a few challenges. Businesses that want to use electronic commerce to sell across international borders must be careful to understand the trust, culture and language issues that arise in international business. On the whole, online purchasing sites are really useful and stand in a worthy position in the marketing field of each and every business.

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