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## **OPINION OF THE CONSUMERS ABOUT THE OFFERING OF VALUABLE AND WORTHY PRODUCTS THROUGH ONLINE SHOPPING**

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### **ABSTRACT**

Informational, interactive, responsive, compatible, measurable, quick, affordable, versatile, and customised are all qualities of digital communication. Compared to traditional marketing communication, digital marketing speeds up communication and reaches more people. For digital marketing communications to be successful, data mining and storage are crucial components. Data storage and data mining help marketers identify the most lucrative customer segments, products, and geographic regions as well as potential customers, cross- and up-selling opportunities, the most efficient promotional media, the best pricing strategy, and the most appealing distribution channels. With the vast amount of information that digital marketing provides, consumers may instantaneously access inconceivable information sources. Additionally interactive is digital marketing communication. Marketing and customers engage in two-way communication through interaction. With the aid of digital communication, marketers can better understand the needs of each individual client and respond to their inquiries. Digital communication, in contrast to traditional marketing, allows for individual targeting, allowing each customer to be addressed via his or her preferred channel of choice with a customised message.

**KEY WORDS: Opinion, Consumers, Usefulness, Satisfaction, Online Shopping.**

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### **INTRODUCTION**

The term "Internet" refers to a global network of computers connected by dedicated servers and routers. The computers connected to this global network store files called web pages that other computers can access. The three main network types that make up the internet are the "Intranet,"



"Extranet," and "Web." A company's intranet is run utilising browsers and hypertext markup language (HTML). An extranet is made up of two or more private networks that are linked together for the exchange of information. With a browser, Web enables a graphical user interface for hypertext navigation. The foundation of the internet can be traced back to the 1960s, when two MIT researchers, published papers on galactic networks and packet switching theory, respectively. The first public demonstration of ARPANET—the forerunner to the internet and email we use today—to the general public took place in 1972. Internet was already well established by 1985 as a technology that supported a sizable developer and research community. The internet was not accessible until the 1990s. The World Wide Web (WWW), created by Tim Berners-Lee in 1991, was the catalyst for the current internet revolution. The internet was completely accessible to business traffic in 1993.

With the goal of creating commonality, marketing communication is characterised as an exchange process involving ideas, thoughts, and information between two parties, namely the marketer and customers. Marketing communication is an action designed to share information with the public or customers, such as marketing a product, launching a new product, and launching community projects. An organised and systematic process, communication involves sending a message through a channel or media to a recipient or recipients. A company must select and invest in the best channel while considering the costs, advantages, and communication flows. The most widely used channels today are digital, heavily reliant on internet and mobile network services, and communication flows are digital packages including data, text, sound, images, or combinations of these. This is due to the development and widespread adoption of information and communication technology.

Corporate organisations can now create both private and public channels of communication thanks to the digitalization of existing channels. Public communication channels have very low development costs compared to private channels, which have substantial development costs. Corporate entities are using public digital communication channels more and more, which are not only less expensive to set up and maintain but are also gaining a lot of popularity with the general public. These channels naturally have the ability to profile the target audience, monitor an individual's activities, personalise, customise, and produce feedback. With the help of digital technologies, marketers can tailor the customer experience, which ultimately encourages the consumer to take an active interest. A trend



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toward pull communication\*, in which the target audience actively seeks the content or information rather than being passively subjected to the marketing communication, is represented by the customer's active interest in digital communication.

## **INTERNET: THE CORE OF DIGITAL MARKETING**

Due to its simple integration and interoperability with several digital devices, such smartphones, tablets, watches, TVs, and many more, the internet continues to be at the centre of digital marketing. The Internet, which is arguably the most significant invention of the 20th century, has altered the marketing landscape. It has become a tool for relationship building, sales, distribution, and multi-channel marketing. Products are now positioned, advertised, distributed, and bought online. The conventional marketing mix strategy has also been changed by the internet. It allows the marketer to sell a wider range of products that are mass-customized. The internet makes it simple for customers to compare prices of various products. Internet has added a new, quick, and simple channel of distribution. As conversations have replaced commercial messages and consumers have taken on the role of storytellers, a paradigm shift in promotion has occurred. Today, marketers use a variety of marketing strategies, including SEO\* (Search Engine Optimization), SEM\* (Search Engine Marketing), affiliate marketing\*, PPC\* (Pay-per-click), and others, to carry out their digital marketing strategies.

## **CONSUMER BUYING DECISION PROCESS: THE CONCEPT**

The activities that turn a prospect into a customer and encourage an existing client to make a second purchase of products and services are referred to as the consumer buying decision process. Five stages make up the comprehensive consumer behaviour model, also known as the "EKB Model,".

**1. NEED RECOGNITION:** The initial phase in the decision-making process for consumers, this step informs them of the differences between the existing stage and the desired stage. Both internal and external stimuli have the potential to cause a need. A buy thought may be sparked by external stimuli from contemporary information sources like websites, mobile phones, YouTube, digital TV, and the outdoors, to mention a few, in addition to more traditional sources.



**FIGURE 1: CONSUMER BUYING DECISION PROCESS**

**2. INFORMATION SEARCH:** After the consumer recognises the requirement, the next stage is to hunt for information about the possibilities that could be able to satiate the wants. The information is retrieved from internal and external memory sources. Internal sources rely on the knowledge and recall of the customers. Information obtained from friends, peers, marketers, and commercial sources is considered to be from external sources.

**3. EVALUATION OF ALTERNATIVES:** After gathering information, the consumer evaluates the alternatives based on a number of factors, including price, quality, features, other people's experiences, and other users' ratings, to name a few. Consumers develop specific opinions about the alternatives that influence their attitudes, plans to buy, and actual purchases., consumers want the evaluation process for complex decisions to be made as simply as possible.

**4. CHOICE AND PURCHASING:** A consumer's preference for a brand is formed by a positive brand evaluation. Between purchase intentions and actual purchase, unanticipated situational factors



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and other people's attitudes might come into play . Normally, the purchase of the product would be influenced by other people's favourable attitudes and the lack of any unforeseen circumstances.

**5. POST-PURCHASE BEHAVIOR:** A buyer may feel satisfied or unsatisfied after buying a specific product. If a customer is satisfied, they might tell others about the brand; if not, they might spread rumours about it .

## **RESEARCH METHODOLOGY**

It is the overall plan and setting up of conditions for fact-finding and fact-based research in a way that advances the purposes of association bearing to study determination and process economy. In other words, the primary and secondary objectives of the current study were defined by the research design.

## **POPULATION**

Population plays a crucial role in deciding the sample design for any study. The goal of the current study is to assess the impact of features on customers' online shopping behaviour and how that impacts customer satisfaction. In this survey, respondents from a range of industries who reside in Chennai City were taken into account.

## **SAMPLING PROCEDURE**

The population of the areas chosen for the research is very large, and due to logistical constraints, not all respondents could be interviewed. For the study, selected samples have been collected. Many online shoppers were reluctant to share their financial information, particularly how much they had spent on numerous online purchases of different things. As a result, information was gathered from respondents who were willing to share it.

## **COLLECTION OF DATA**

This study was created with an analytical and descriptive approach and focuses on internet



purchasing, consumer purchase patterns, pre- and post-consumer behaviour. The reasoning phase, or technique, is what determines how research will turn out in the end. It includes and directs the study to analyse a research methodology that ensures and enables the veracity of the results, deals with the data gathered for the study, resources of information, sampling strategy for the study's population, area of the study, device used to gather facts, method of receiving facts, analysis and interpretation of the data collected with various statistical tools with the goal of determining the power of the results. The main sources of information were lone online shoppers. Other secondary data, such as the statistical invigilator report for the state, were also acquired from government entities in addition to the data gathered through primary sources. These organisations' yearly reports and bulletins are the primary sources of the secondary data they offer.

## **ANALYSIS FRAMEWORK**

The information was gathered by the researcher in Chennai city from the study's respondents. On the basis of the research's goals and the information's natural setting, the appropriate statistical tools were implemented. In order to group people into collections, it is employed to determine regular calculation equalities based on self-governing factors. There are two alternative goals for the discriminant analysis: evaluating an analytical comparison for various new folks or comprehending the rational equation that needs to be enhanced to know the potential interactions between the differences. The discriminant analysis closely resembles numerous reversion analyses in many aspects. The primary distinction between these two approaches is that discriminant analysis requires a separate reliant adjustable, whereas getting worse examination arrangements feature a continuous need of movable.



**RESULTS AND DISCUSSION**

**OPINION OF THE RESPONDENTS IN CONNECTION WITH THE EFFECT OF CUSTOMER SATISFACTION FACTORS ON BUYING PATTERN THROUGH ONLINE SHOPPING:**

Despite all other social media advertisements, only the company's most devoted consumers will boost sales and profits through word-of-mouth recommendations. Since it has already been stated that "Retaining the Existing Customer is Cheaper than Obtaining a New Customer," keeping current customers will boost sales, profits, and brand recognition for any product. By tying together the other study components and obtaining the consumer's perspective, the researcher of this study focused on one factor, "Customer Satisfaction." The outcome is described below:

**OPINION OF THE RESPONDENTS ABOUT THE ENJOYMENT OF THE PURCHASE THROUGH ONLINE SHOPPING:**

The defendants' perception of how much they enjoyed their online purchasing experience was examined and provided in Table-1 below:

**TABLE 1**

**THE ENJOYMENT OF THE PURCHASE THROUGH ONLINE SHOPPING**

purchase through online shopping	Respondents	Percentage
Strongly Disagree	61	12.2
Disagree	123	24.6
Neutral	46	9.2
Agree	143	28.6
Strongly Agree	127	25.4
Total	500	100

Source: Primary data





According to the aforementioned table, 270 respondents—or 54.0 %—strongly agreed or agreed that they had truly liked making an online purchase, however 184 respondents disagreed, denying the possibility of such satisfaction. Only 46 respondents, or 9.2 percent, did not provide any feedback regarding the enjoyment of online purchases.

**OPINION OF THE CONSUMERS ABOUT THE ENJOYMENT OF THE PURCHASE THROUGH ONLINE SHOPPING**

**TABLE -2**

**THE SATISFACTION OF ONLINE SHOPPING SERVICES**

Online shopping services	Respondents	Percentage
Strongly Disagree	65	13.0
Disagree	52	10.4
Neutral	66	13.2
Agree	89	17.8
Strongly Agree	228	45.6
Total	500	100

Source: Primary data

**OPINION OF THE RESPONDENTS ABOUT THE RECOMMENDATION OF THE ONLINE SHOPPING TO OTHERS WHO ARE SEEKING ADVICE:**

The respondents' views on whether they would advise others seeking assistance to engage in online buying were examined and provided in Table -3 below:





TABLE-3

**THE RECOMMENDATION OF THE ONLINE SHOPPING TO OTHERS WHO ARE SEEKING ADVICE**

seeking advice	Respondents	Percentage
Strongly Disagree	87	17.4
Disagree	16	3.2
Neutral	16	3.2
Agree	150	30.0
Strongly Agree	231	46.2
Total	500	100

Source: Primary data

**OPINION OF THE CONSUMERS ABOUT THE RECOMMENDATION OF THE ONLINE SHOPPING TO OTHERS WHO ARE SEEKING ADVICE**

According to the results, 381 respondents (76.2 percent) strongly agreed or agreed that they would promote their online shopping to those who were asking them for advice, whereas 103 respondents did not agree to make a recommendation. This can be as a result of their negative interactions with the internet shopping marketers. Also in this case, 16 customers (or 3.2 %) did not express any opinion on the suggestion to others.

**OPINION OF THE RESPONDENTS ABOUT THEIR ONLINE SHOPPING AS THE FIRST CHOICE FOR PURCHASING THE PRODUCT:**

The respondents' perception of internet shopping as their top option for making a purchase was evaluated and provided in table 4. below:



TABLE 4.

ONLINE SHOPPING AS THE FIRST CHOICE FOR PURCHASING THE PRODUCT

purchasing the product	Respondents	Percentage
Strongly Disagree	120	24.0
Disagree	101	20.2
Neutral	37	7.4
Agree	201	40.2
Strongly Agree	41	8.2
Total	500	100

Source: Primary Data

The outcome made it obvious that 242 consumers—or 48.4% of them—had stated that they would always choose to make their purchases online, while 221 consumers had disagreed with this statement. 37 people, or 7.4 percent, have not voiced an opinion regarding whether they would prioritise internet shopping.

CONCLUSION

The impact of digital technologies on business communication processes has been the greatest. With their exceptional capabilities, such as interactivity, customization, measurability, accessibility, customer engagement, and handling huge information bases, these contemporary technologies have changed the landscape of marketing communication . Marketers rely on digital marketing communication because it enables them to deliver real-time, personalised services and content and targets each customer individually rather than the general public In every industry, regardless of its size, nature, location, or type, countless internet-enabled digital devices, such as desktops, mobile phones, digital TVs, outdoor cameras, and watches, as well as interactive platforms, such as websites, e-mails, and social media, present themselves as a cost-effective alternative to traditional marketing. Therefore, it makes sense for marketers to concentrate on technology that people are



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adopting at an unprecedented rate. Additionally, the use of digital media has enhanced the company's communication strategies by transforming discrete pieces of information into carefully crafted valuable and alluring material that is more collaborative and measurable.

Customers in digital environments have grown more assertive and demanding as a result of the superior networking opportunities with peers and friends, the abundance of options, the unbelievable access to information, the superior user experience, and the control over the decision-making process that digital media provide. These advantages result in value creation for a customer in the form of knowledge, entertainment, and utility. With the help of important criteria like pricing, functionality, and customisation, consumers are making educated judgements in the digital world and eventually obtaining a good deal. The number of digital devices owned by consumers is growing, and they are at ease using digital information for a variety of tasks, including searching, navigating, comparing, networking, purchasing and selling, and expressing themselves.

Numerous studies sought to connect demographics to the use of digital communication channels. The surveys showed that young educated consumers used digital channels the most for a variety of reasons, including comfort, shopping, knowledge, finding the best deal, and general exploration. Based on the studies that are now available, it is not possible to form a firm view about the relationship between the usage of digital channels and demographic factors such income, gender, occupation, and place of residence.

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