

A Study on Influence of Digital Marketing Towards Used Products

(Special Reference to Kalkulam Taluk of Kanyakumari District)

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Abstract

In the last few decades internet has revolutionized the lives of millions of users with its immense applications. With the growing proclivity and economic growth digital marketing has increased drastically. The world of electronic commerce, also known as e-commerce, enables consumers to shop at online stores and pay for their purchases being contented at home. By just clicking a mouse, shoppers can buy any product online -- from household items to home loans. Consumers expect merchants not only make their products available on the Web, but also to make payments a simple and secure process. Digital marketing is beneficial for both consumers as well as merchants. With the fast growing technology online shopping is emerging in India at a very faster rate. According to a new report, India saw a 128% growth in interest from consumers in 2012 as compared to that of 2011. This paper is a study on the reason describing the attraction of the people towards online shopping and various factors affecting it.

Key Terms

Online Shopping; E-commerce; Internet; Consumers; Online stores; Payment modes

Introduction

Digital marketing is a key element in any integrated marketing campaign. Transforming the web into a marketing tool was made possible by several important developments. Numerous technological developments have had a significant impact on marketing. The digital marketing is most effective in assisting the buyer in a commodity market where products are essentially identical across all sellers. An effective digital market increases efficiency of , it reduces the search cost of the buyer and makes it more likely that the buyer will continue the search until the best buy is found. Certainly television provides advertisements access to many customers at one time, house hold telephones permit easy interaction between buyers and sellers, and personal computers increase individual productivity of marketing managers. Many consumers product manufactures and retailers view an e-information as a necessary form of communication. Thus digital marketing provides enough information to the users and play a vital role in the market.

Statement of The Problem

Due to technological changes, producers launch new products every day, The trends and fashion of the people also changing so people want to buy new products with a latest technology, after buy lot of new products, there is a bulk of old products may available in the home, it may be in good condition but that are not need for them, so they may want to sell it. On contrary some people need a product of good quality with low price, they may ready to buy the used products with good quality. Here the digital marketing connects these buyers and sellers of used products thus the old products also may used by some people.

Objectives of The Study

The following are the objectives of the study

- To identify the factors influencing digital marketing.
- To measure the satisfaction level of customer towards the digital marketing of used products.
- To study the awareness level of digital marketing towards used products.

Scope of The Study

This study is confined only to Indian online users particularly Kanyakumari District of Tamil Nadu. This study has been conducted to analyze the influence of digital marketing towards used products.

Research Methodology

Both primary and secondary data has been used for the purpose of this study.

Primary data is collected with the help of a structured questionnaire the same is finalized after conducting a pilot study.

The secondary data is collected from various published sources such as books, journals, newspapers, websites etc.

Sampling frame: individuals who purchased used products through online

Sampling unit: People in Kanyakumari district of Tamil Nadu usings online shopping.

Sample size: 50 respondents.

Sampling method: Simple random sampling

Statistical tools used : Percentage, 5 point scale , simple average method

Analysis and Interpretation

Researchers analyse the influence of digital marketing towards used products

I. Demographic profile of the respondents:

Demographic profile is playing very important role for analyzing the influence of digital marketing towards used products . The Table 1 shows the demographic profile of Kanyakumari district consumers in digital marketing.

Table 1: Demographic Profile

Demographic Factor	Characteristics	Total (N=50)	
		Resp.	Perc.
Age	Less than 20	22	44.00
	20-30	20	40.00
	30-40	4	8.00
	Above 40	4	8.00
Total		50	100
Gender	Male	20	40.00
	Female	30	60.00
Total		50	100
Marital Status	Married	16	32.00
	Un-Married	34	68.00
Total		50	100
Education	Up-to HSC	22	44.00
	Degree	16	32.00
	Professional	12	24.00
Total		50	100
Occupation	Dependent	20	40.00
	Employee	6	12.00
	Professional	20	40.00
	Businessman	4	8.00
Total		50	100
Monthly Income	Below Rs.10000	12	24.00
	Rs.10000 to Rs.20000	10	20.00
	Rs.20000 to Rs.30000	8	16.00
	Rs.30000 to Rs.40000	16	32.00
	Above Rs.40000	4	08.00
Total		50	100

Source: Primary data

It is clear from Table 1 that, 22 respondents (44 percent) are lies in the age group of below 20, 20 respondents (40.00 percent) are lies in the age group of 20 to 30, 4 respondents (08.00 percent) are lies in the age group of 30 to 40 and 04 respondents (08.00 percent) are lies in the age group of above 40.

Among the selected respondents 60 percent (30 respondents) are female and 40 percent (20 respondents) are male.

Among the selected respondents 68 percent (34 respondents) are unmarried and 32 percent (16 respondents) are married.

Among the selected respondents, 22 respondents (44 percent) are qualified with up-to H.S.C, 16 respondents (32 percent) are qualified with degree, and 12 respondents (24 percent) are professionals.

Out of 50 respondents, 20 respondents (40 percent) are professionals, 14 respondents (28 percent) are businessmen, 10 respondents (20 percent) are dependent, and only 06 respondents (12 percent) are private employees

Out of 50 respondents, 16 respondents (32 percent) earned monthly income of Rs.30000 to Rs.40000 , 12 respondents (6 percent) earned monthly income below 10,000, 10 respondents (20 percent) earned monthly income of Rs.10000 to Rs.20000, 08 respondents (16 percent) earned monthly income of Rs.20000 to Rs.30000, and only 04 respondents (8 percent) earned monthly income of

above Rs.40000.

Table 2:

Factor	Characteristics	Total (N=50)	
		Resp.	Perc.
Reason for prefer a particular web site	Reliability	4	8.00
	Low price	12	24.00
	Door delivery	24	48.00
	Price discount	10	20.00
Total		50	100
The used product market through online	Electronic items	20	40.00
	Furniture	8	16.00
	Books	12	24.00
	Others	10	24.00
Total		50	100
Reason for buying used product	Low price	22	44.00
	Out of stock in the market	12	24.00
	Easy access	16	32.00
Total		50	100
Source of awareness about the website	Friends	10	20.00
	Relatives	4	08.00
	Social media advertisement	36	72.00
Total		50	100

Source: Primary data

Table 2 reveals that 48% of the respondents prefer a particular website for their purchase for the door delivery facility provided by the website, 24 percent of the respondent prefer the site for its low price, 20 percent of the respondents prefer for the price discount given by the website and 8 percent prefer for the reliability of the web.

Among the selected respondents 22 respondents are buy the used product for its low price, 16 respondents are use the digital marketing for its easy access and 12 respondents buy old product due to out of stock in the traditional market.

Out of 50 respondents 36 respondents aware about this digital market of used goods through social media advertisements,10 respondents came to know from their friends and just 4 respondents got awareness through their relatives`

Table 3: The satisfaction level of the customers towards the digital marketing of used product

Criterion	Very Highly Satisfied	Highly Satisfied	Satisfied	Neutral	Not Satisfied	Total Score	Mean Score	Rank
Price	6	24	18	2		184	3.68	II
Reliability	4	14	26	6		166	3.32	V
Availability of products	8	26	10	6		186	3.72	I
Easy accessible	8	16	24	2		180	3.6	III
Door delivery	18	8	18		6	176	3.64	IV

Source: Primary data

The table 3 shows that the rating of different factors of satisfaction towards digital marketing of used products. The customers are very highly satisfied with the availability of products in digital marketing, highly satisfied with price in digital marketing towards used products, satisfied with easy accessible in digital marketing towards used products, Neutral about door delivery and not satisfied with reliability of digital marketing towards used products

Table 3: The customer preference of website for digital marketing of used product

Criterion	Rank I	Rank II	Rank III	Rank IV	Rank V	Rank VI	Rank VII
e bay	2	3	5	7		4	4
Olx	7	8	2	3	2	2	1
amazon	12	4	7	1	1		
second hand bazaar	1	3	3		5	9	4
Quikr	2	6	5	2	7	1	2
Maxdeal	-	-	3	3	7	4	8
allindia bazaar	1	1	-	9	3	5	6

Source: Primary data

Findings of The Study

This study is conducted to find the influence of digital marketing towards used products in Kanyakumari district. This analysis was done through statistical tools based on primary data acquired through survey conducted with questionnaires distributed to the users of digital marketing.

- ❖ People who belong to the age group of less than 20 shop online more often than people of other age groups.
- ❖ Amongst the respondents the number of female respondents is more than the male respondents.
- ❖ People who are up to Higher secondary level use digital marketing more often than a post graduate or any other qualified person.
- ❖ Amongst the respondent professionals and dependent are using digital marketing more often than other occupational groups.
- ❖ People prefer particular website for the door delivery facility provided by the website.
- ❖ In the survey conducted most of the customers who bought used electronic items through digital marketing
- ❖ People prefer to buy used products through online due to low price of the product
- ❖ People get the awareness about the digital marketing through social media advertising
- ❖ According to the responses given by the respondents, customers are satisfied with the availability of products in digital marketing

Suggestions and Recommendations

Based on the findings of the study the following suggestions are given by the researcher to overcome the problems associated with the digital marketing of used goods:

- ✓ The website should provide reliable information only about the products
- ✓ The websites should concentrate advertising and create awareness about the used products among the public.
- ✓ The sellers should sell better used goods through digital marketing; it should not be a damaged product.
- ✓ The website should take necessary steps to deliver the goods gently to the buyers.

Conclusion

Digital marketing plays a vital role in the sale of used product. Perceived risk, Shopping motivations, Experience, Service quality and Trust are five important factors to improve the competitiveness of online shopping. Online stores do well in some factors; they have advantages in those factors. They also has some disadvantages because they have some negative effects. In my research paper, I analyzed every factor, and find the negative sub factors of every factor. There are three negative sub factors in Perceived risk: privacy, system security, product problem. There is two negative sub factors in experience: professional advice and payment method. There are four negative sub factors in service quality: Reliability, Pre-sales service, After-sales service, Provide some other choices about the product. There are four negative sub factors in trust: Provide salable product, Professional ability, Payment security and Website security. Giving some advice about how to improve the competitiveness. To develop the advantages and avoid the disadvantages, based on the research paper, find a best way to solve problems and keep advantages. The shopping experience is very important, every customer hopes he/she can have good shopping experience. Every store needs to think about how to improve shopping experience. There are many security problems in online shopping, many

customers are worried about it. If online stores want to improve their competitiveness, they must to improve the five important points, it is important to build trust between customers and stores. Online stores have many advantages, if they cansolve their problems and keep their advantages, they will get more customers.

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