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A STUDY ON IMPACT OF E- MARKETING ON CONSUMER BEHAVIOR TOWARDS SUPER MARKET WITH SPECIAL REFERENCES TO KANYAKUMARI DISTRICT

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Abstract

The use of E- marketing, internet marketing, social media marketing increases day by day with progress in the field of technology. The e-market plays a significant role in increasing the sales of various products and services. Apart from that, it too lays down the impact on the mind of the customer so as to purchase the product. The purpose of study is to explore the value of e-marketing on consumer behavior towards supermarket with special references to Kanyakumari district. A well structured interview schedule is used to collect primary data and sample size is 200 respondents on which further weighted average ranking technique and chi square test is used for analyzing the buying behaviour. The findings of the study reveals that varieties of goods is important factor it is followed by attraction of offer, comfortable of distance, brand name and vehicle parking is least factor which effect customer to visit free margin market.

Keywords: *E-Marketing, Customer Behaviour and Super Market.*

Introduction

Technology evolution is changing our world faster than ever before. The impact on business and especially the marketing methods to be precise has been huge. Trends have been changing from traditional marketing methods to new ways where digital channels are now playing the key role. Moreover, there has been a huge shift from the outbound marketing methods to the inbound marketing strategies. In the era of globalization and privatization e-marketing is a great revolution. Over the last few decades maximum business

organizations are running with technological change. E-marketing is the use of technology for better marketing performance. And retailers are devising strategies to meet the demand of e-marketing; they are busy in studying consumer behavior in the field of e-marketing, to see the consumer behavior towards e-marketing.

OBJECTIVES:

1. To find out the most important factors considered by respondents during effect of e-marketing.

- To analyze the impact of E-marketing on consumer behavior towards super market.

HYPOTHESIS:

1. “There is no significant impact of E-marketing between the respondent’s social factors towards the selection of super market.”

METHODOLOGY:

The study is complied with the both primary and secondary data. The researcher has selected the respondents on the basis of random sampling method.

Respondents are selected equally from Kanyakumari district to the different status of the society as per random method. The sample size is determined 200 respondents. There are different types of statistical tools for analysis the collected data the important tools used in the present study are such as tables, percentage weighted average methods, and SPSS.

ANALYSIS AND INTERPRETATION:

Table.1

Most important factor considered by respondents during effect of E-marketing

Factors	Weight	5	4	3	2	1	Total	Weighted Average	Rank
Attraction of offer	Respondents	82	36	40	30	12	200	24.8	II
	Weight	410	144	120	60	12	746		
Varieties of Goods	Respondents	106	30	36	26	1	200	27.06	I
	Weight	530	120	108	52	1	812		
Brand Name	Respondents	68	40	52	36	4	200	24.4	IV
	Weight	340	160	156	72	4	732		
Comfortable of distance	Respondents	91	34	22	32	21	200	24.6	III
	Weight	455	136	66	64	21	741		
Vehicle Parking	Respondents	62	54	38	32	14	200	23.93	V
	Weight	310	216	114	64	14	718		

Source: Computed data

The table.1 shows that varieties of goods is important factor it is followed by attraction of offer, comfortable of distance, brand name and vehicle parking is least factor which effect customer to visit super market.

Social factors and Effect of E-Marketing on Selections of Super Market

Ho: “There is no significant impact of E-marketing between the respondent’s social factors towards the selection of super market.”

Table.2
Chi-Square Test Results

Factors	Chi-Square Value		Degree of Freedom	Null Hypothesis Accepted or Rejected
	Calculated Value	Table Value		
Gender	13.79	5.99	2	Rejected
Age	18.26	9.48	4	Rejected
Marital status	5.37	7.81	3	Accepted
Education	12.99	9.48	4	Rejected
Occupation	13.61	9.48	4	Rejected
No.of earning members	6.12	7.81	3	Accepted

Source: Computed data

The above table shows that the social factors like gender, age, education and occupation, the calculated value of chi square test is greater than the table value, the null hypothesis is rejected. Hence it is inferred that gender, age, education and occupation influence the E-Marketing. Hence there is significant impact between E-Marketing and the respondents' gender, age, education and occupation towards the selection of super market. The social factors like marital status and number of earning members, the calculated value of chi square test is less than the table value, and the null hypothesis is accepted. Hence it is inferred that marital status and number of earning members does not influence the E-Marketing. Hence there is no significant impact between E-Marketing and the respondents' marital status and number of earning members towards the selection of super market.

FINDINGS:

- ❖ The study express that varieties of goods is important factor it is followed by attraction of offer, comfortable of distance, brand name and vehicle parking is least

factor which effect customer to visit super market.

- ❖ The study shows that the social factors like gender, age, education and occupation, the calculated value of chi square test is greater than the table value, the null hypothesis is rejected. Hence it is inferred that gender, age, education and occupation influence the E-Marketing. Hence there is significant impact between E-Marketing and the respondents' gender, age, education and occupation towards the selection of super market.
- ❖ Marital status and number of earning members does not influence the E-Marketing. Hence there is no significant impact between E-Marketing and the respondents' marital status and number of earning members towards the selection of super market.

CONCLUSION:

The study concluded that, speed and the extent of information that can be gained from e-marketing there are a number of significant is advantages to this type of marketing those businesses must

take. The technology driven approach of e-marketing leaves certain businesses vulnerable and overly -dependent upon technology. It plays an significant role in influencing customer preference and choice towards various brands in super market.

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