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AN ANALYTICAL STUDY ON THE IMPACT OF DIGITAL MARKETING MIX ON E – COMMERCE CONSUMER BEHAVIOUR

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ABSTRACT

This is a comprehensive exploration of the influence of the marketing mix on consumer behaviour in the E-commerce era, along with other contributing factors. The study confirms a prevailing preference for online shopping, shaped by economic considerations and time constraints. Consumers are notably influenced by advertisements, product reviews, discounts, special offers, brand reputation, and trends. The benefits derived from strategic marketing decisions encompassing product, price, place, promotion, people, process, and physical evidence are extensive. Noteworthy findings include the success of online advertisements in inspiring 60% of respondents to engage in online shopping and the attractiveness of special offers and discounts disseminated through online ads. Furthermore, in E-marketing, customers prioritize price, offers, and product quality, with emphasis on accessibility and personal convenience. While timely delivery is considered, it holds less sway than factors such as price, discounts, and quality.

Keywords: *Marketing mix. Digital marketing mix, E – commerce, consumer behaviour etc.*

1. E - MARKETING MIX

The traditional marketing mix consists of the 4Ps: Product, Price, Place, and Promotion. When it comes to online marketing, these principles still apply, but there are some variations tailored to the digital landscape.

E-Product (Product): E- Products indicates the products available in digital platforms. E – product mix meet the utility of availability of product in accordance with the convenience of the buyer.

E-Price (Price): E – pricing means the pricing strategies opted by digital platforms. E – price mix strategies are mainly focused for attracting costumers toward the products. These strategies include various types of discounts and offers.



E-Place (Place): E place strategies indicates online distribution channels to make product or service available. This could include your website, online marketplaces, or third-party platforms to exploit the potential for global reach in the digital space.

E-Promotion (Promotion): It includes Digital Advertising, search engine optimisation, social media marketing etc. Utilize online advertising channels like social media ads, search engine marketing (SEM), display advertising, and email marketing.

E-commerce (electronic commerce) is the activity of electronically buying or selling of products on online services or over the Internet. E-commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems. E – Marketing Mix plays a major role in trading through E – Commerce platform.

Today, it is the velocity of information processing and dissemination which determines the speed of real commerce. Computers and networks, by virtue of their great speed, are creating electronic marketing with the potential to be more efficient in finding

And interacting with customers, communication with trading partners and developing new products and markets. The e-commerce era has fixed a boom period that has transpired over the past 10 years, especially over the past 5 years. The study delas with the study the details about the impact of E - marketing mix on E – Commerce consumer behaviour.

2. REVIEW OF LITERATURE

Saini, B. (2014) E-commerce opens up fresh avenues for business opportunities through the embrace of innovative technologies. Entrepreneurs and small business owners can initiate and grow their ventures by incorporating technological advancements. The utilization of technologies like Broadband, 3G, 4G, etc., proves instrumental in enabling entrepreneurs and SMEs to conduct business online seamlessly, encompassing processes such as e-procurement and e-payments. **Anjum, B., & Rajesh Tiwari, (2011)** In a developing nation such as India, e-commerce plays a pivotal role in propelling rural communities into a knowledge-centric paradigm. This is particularly beneficial for Micro, Small, and Medium Enterprises (MSMEs) as e-commerce provides valuable resources for their growth. In rural areas, e-commerce acts as a pathway for inclusive growth, with its positive effects significantly influencing the socio-economic landscape of these communities. The transformative impact of e-commerce in accelerating commercial growth holds the potential to bring about profound changes in the rural economy. This digital platform not only fosters internal expansion but also opens up

external market opportunities for countries like India. The internet, which serves as the backbone of e-commerce, plays a crucial role by granting access to remote and unbanked populations, enabling them to actively participate in all facets of the economy. **Hiwarkar, T (2013)** E-commerce emerges as a potent tool for fostering holistic development, playing a crucial and pivotal role in boosting economic growth. Its significance lies in not only generating new business prospects but also in creating avenues for education and academic advancement through e-learning and e-business education, thereby contributing to overall growth. **Chaston & Mangles (2003)** investigated the impact of marketing approaches on the adoption of the Internet within small manufacturing firms in the UK. Utilizing a quantitative methodology, the research aimed to ascertain whether, in business-to-business markets, firms with a relationship-oriented marketing strategy manage the Internet differently compared to those with a transactional orientation. The research, conducted through mailed questionnaires among a sample of 298 small UK firms, revealed insufficient evidence to substantiate the notion that relationship-oriented firms, when contrasted with transactionally-oriented counterparts, hold distinct perceptions regarding the nature of online markets. **Chaffey (2013)** has stated that as a crucial component of the promotional mix, businesses are actively seeking clear strategies to initiate and integrate digital marketing into their operations. However, a common challenge lies in the lack of comprehension and effective implementation of this dynamic tool. In contemporary times, social media platforms like Facebook, Google Plus, Twitter, and others have significantly reshaped the attitudes and perceptions of targeted consumers. Digital marketing operates through a widely accessible network of customers, providing reliable data and real-time feedback on customer experiences. In essence, digital marketing entails leveraging modern technologies to enhance marketing activities, ultimately improving customer understanding by aligning with their needs and preferences.

3. OBJECTIVES

- i. To assess the role of E-marketing mix on E-Commerce consumers.
- ii. To assess the influence of E - promotion strategies on purchasing behaviour of customers.
- iii. To assess the influence of E - pricing strategies among consumers.
- iv. To analyse the acceptance of online shopping sites as a market place among consumers.

- v. To assess the awareness level of customers about comparative advantages of products available in online shopping sites.

4. SIGNIFICANCE OF THE STUDY

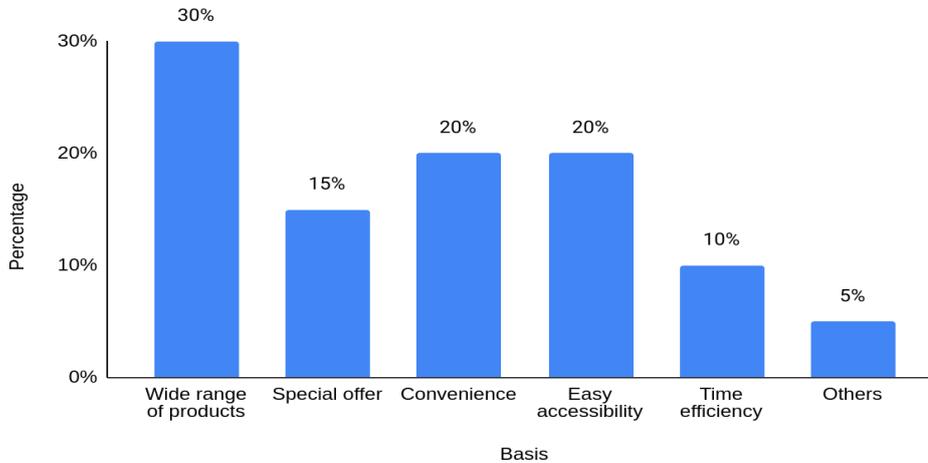
The purpose of E - marketing mix is that the services offered are acceptable to customers. In addition to it, customer confidence in the internet business is the main factor for a person to be willing to shop online. An understanding of the influence of these factors is essential for marketers in order to develop suitable marketing mixes to appeal to the target customers. As Internet penetration and accessibility increases due to Covid – 19 pandemic, more people can benefit from the majority of online services, including e-commerce. Simple and easy availability of banking services also attracts people to efficiently use the E Commerce platform. Thus, online shopping has become mainstream in people's daily lives with profound benefits. Customers can compare prices across online sellers easily, so prices need to be competitive. Selling online provides another way for customers to make a purchase at any time, wherever they are. E-marketing mix plays a pivotal role in navigating the landscape of E-commerce in this digital era, serving as a fundamental tool for every business seeking to thrive in the online market place. Therefore, there is a huge role for E - marketing mix in this E commerce era for every business.

5. RESEARCH METHODOLOGY

This study is designed to measure the impact of E - marketing mix on E – Commerce consumer behaviour. The accessible population of the study is customers of various online shopping sites in Kottayam Districts of Kerala state. In this survey data is collected from 100 customers of Kottayam district of Kerala state. The samples are obtained through convenient sampling technique. Primary data are collected from samples and secondary data from published sources. Secondary data are collected from various websites, journals, articles, etc. The collected data is analysed by using statistical tools like percentage, weighted average mean square and co relation analysis.

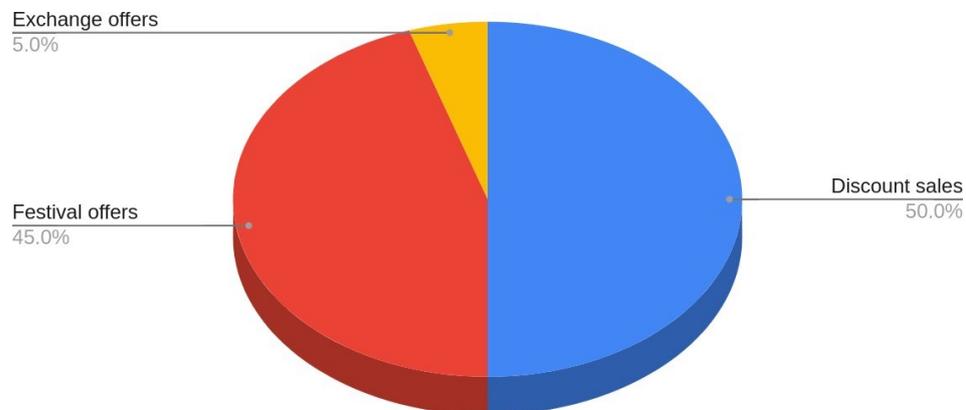
6. DATA ANALYSIS AND INTERPRETATION

6.1. Reason for choosing online shopping over traditional shopping



30% prefer online shopping because of their wide range of products. 15% go for special offers provided by online websites, 20% for their convenience, 20% for easy accessibility for purchase procedure, 10% opted for time efficiency and the rest 5% have other reasons for choosing online shopping against traditional shopping.

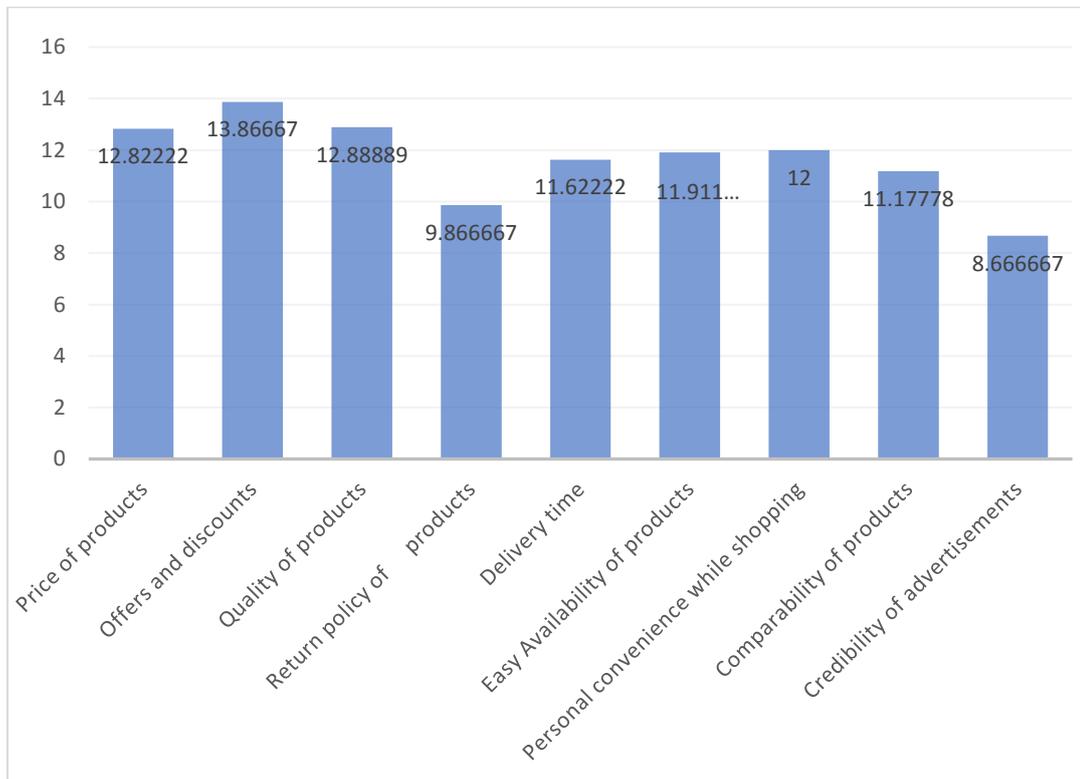
6.2. Most attractive pricing strategies of online shopping



50% of the respondents are attracted to online shopping because of their huge discount sales. 45% are likely to make online purchases during the festive offers. And the left 5% like the exchange offers provided by online shopping sites.

6.3. Assessment of influence of factors of digital marketing mix on purchase decision

Factors of digital marketing mix influences purchase decision		Mean value
1	Price of products	12.82222
2	Offers and discounts	13.86667
3	Quality of products	12.88889
4	Return policy of products	9.866667
5	Delivery time	11.62222
6	Easy Availability of products	11.91111
7	Personal convenience while shopping	12
8	Comparability of products	11.17778
9	Credibility of advertisements	8.666667

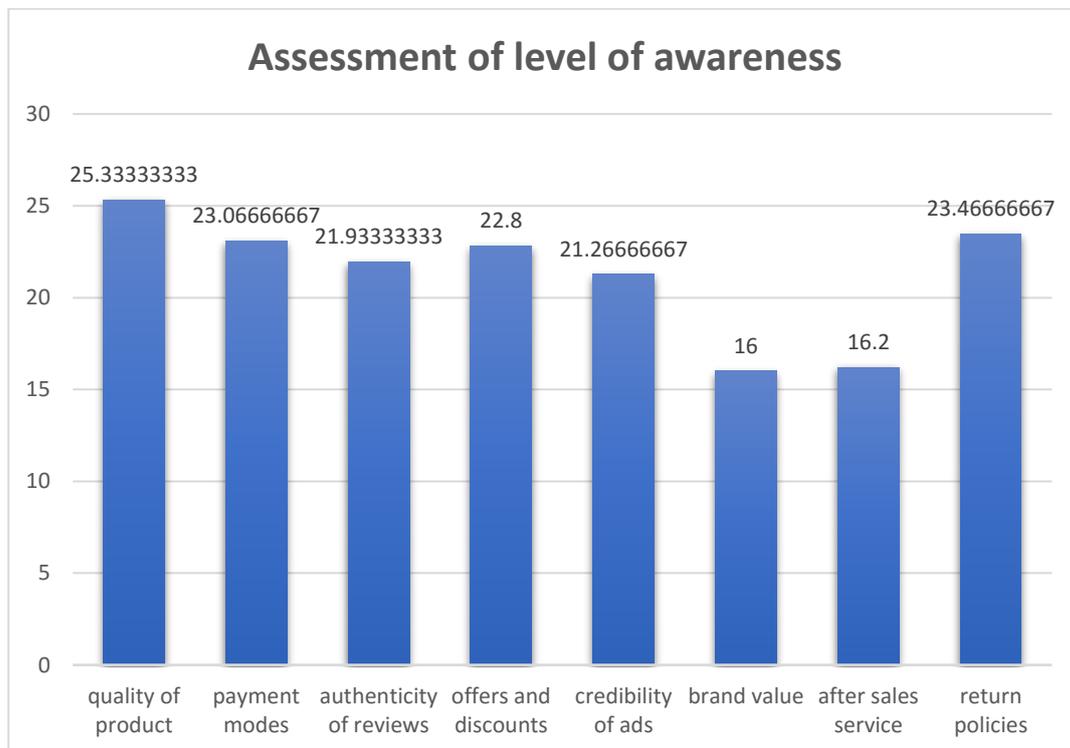


Customers place significant emphasis on the price of products, with offers and discounts also playing a crucial role in shaping their choices. Additionally, product quality holds substantial importance in influencing consumer decisions. While the return policy is still important, it appears to have a slightly lower impact compared to other factors. Timely delivery is a notable consideration, albeit not as influential as price, discounts, and quality. The easy availability of products online is valued, reflecting the importance of accessibility in purchase

decisions. Personal convenience during shopping is moderately influential, and customers also consider the comparability of products when making choices. However, the credibility of advertisements seems to have a comparatively lower impact on purchase decisions in the E-marketing context.

6.4. Assessment of level of awareness regarding online shopping concept

Assessment Of Level of Awareness About:	Mean Value
Quality Of Product	25.333333
Payment Modes	23.066667
Authenticity Of Reviews	21.933333
Offers And Discounts	22.8
Credibility Of Ads	21.266667
Brand Value	16
After Sales Service	16.2
Return Policies	23.466667

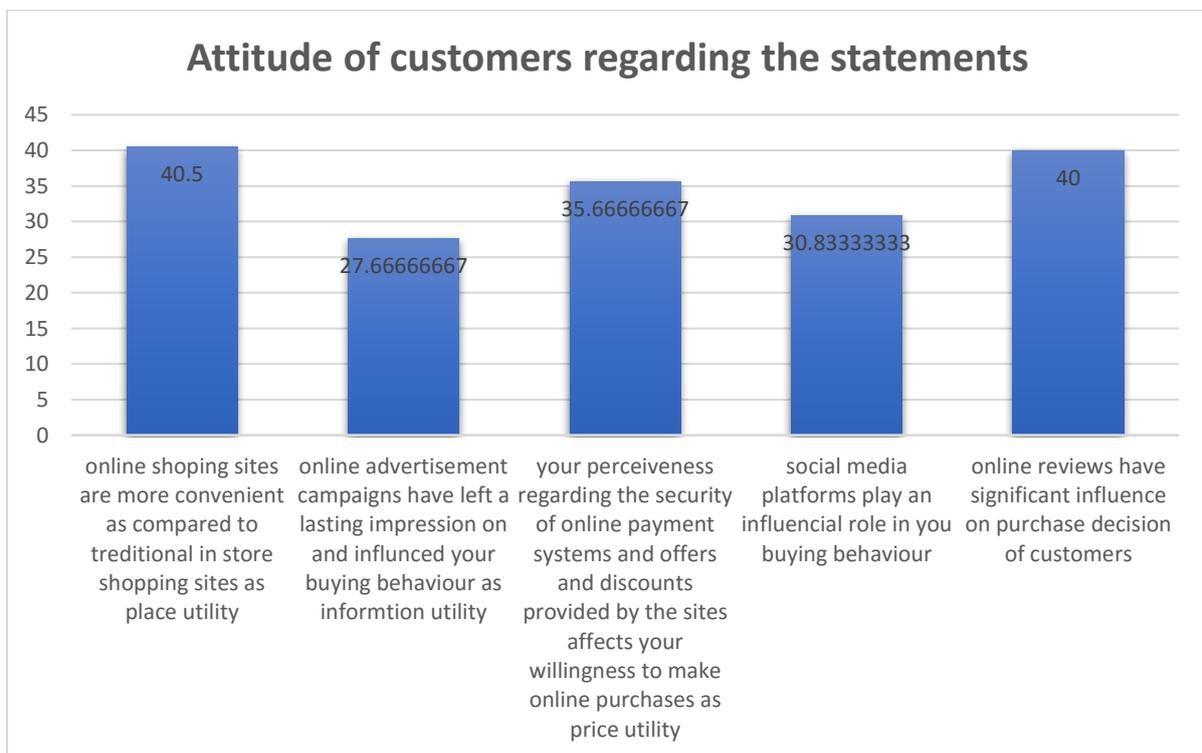


The assessment of the level of awareness about various aspects reveals that consumers prioritize the quality of the product, as indicated by the highest mean value of 25.33. Payment modes and return policies are also significant considerations, with mean values of 23.07 and 23.47, respectively. Authenticity of reviews and offers/discounts hold moderate importance,

with mean values of 21.93 and 22.8. Credibility of advertisements is a consideration but with a slightly lower mean value of 21.27. Brand value and after-sales service share a lower level of awareness, both having mean values of 16. These findings suggest that consumers are highly attuned to product quality, payment options, and return policies, while brand value and after-sales service are comparatively less emphasized in their awareness.

6.5.Assessment of Attitude of respondents towards given statements

Assessment of attitude	Mean value
Online shopping sites are more convenient as compared to traditional in store shopping sites as place utility	40.5
Online advertisement campaigns have left a lasting impression on and influenced your buying behaviour as information utility	27.66667
Your perceiveness regarding the security of online payment systems and offers and discounts provided by the sites affects your willingness to make online purchases as price utility	35.66667
Social media platforms play an influential role in you buying behaviour	30.83333
Online reviews have significant influence on purchase decision of customers	40





The assessment of attitudes toward various aspects of online shopping highlights that respondents find online shopping sites more convenient than traditional in-store options, emphasizing the concept of place utility, with a mean value of 40.5. Online advertisement campaigns are acknowledged for their lasting impact on buying behaviour and information utility, scoring a mean value of 27.67. The perceived security of online payment systems, coupled with offers and discounts, significantly influences the willingness to make online purchases, reflecting the importance of price utility with a mean value of 35.67. Social media platforms play a notable role in influencing buying behaviour, registering a mean value of 30.83. Furthermore, online reviews are identified as a significant factor in shaping purchase decisions, with a substantial mean value of 40. Overall, these findings underscore the multifaceted influences on consumer attitudes in the realm of online shopping.

7. FINDINGS

Most of the customers purchase consumer goods online. Therefore, it can be said that most of the consumers like to purchase final products used for current needs through online shopping. 95% of the respondents are aware of online ads. So it can be summarized that most of the people are using social media nowadays and they are familiar with online advertisements. Half of the respondents do not respond to any online advertisements. It may be a limitation of online ads as the consumers will get all types of ads which includes those which are inappropriate for them.

There is a success for online advertisements that 60% of the respondents are making online shopping inspired by them. Customers are attracted to the special offers and discounts which are spreaded through the online ads.

Customers in E-marketing prioritize price, offers, and product quality, with a notable emphasis on accessibility and personal convenience. While timely delivery is considered, it holds less influence than factors such as price, discounts, and quality. Additionally, the credibility of advertisements appears to have a relatively lower impact on customers' purchase decisions in the E-marketing environment

Consumers demonstrate a heightened awareness and prioritize product quality, payment modes, and return policies. However, the comparatively lower mean values for the authenticity of reviews, offers/discounts, credibility of advertisements and the notably lower awareness of brand value and after-sales service suggest that consumers place less emphasis on these aspects in their decision-making processes.



The assessment of attitudes towards online shopping reveals that respondents prioritize the convenience of online platforms over traditional in-store options. The perceived security of online payment systems, combined with offers and discounts, significantly influences the inclination to make online purchases, highlighting the importance of price utility.

8. SUGGESTIONS

Since the use of online shopping is increasing day by day, there is an urge to provide security and privacy to their customers.

The goods should be delivered to the customers by improving the place mix & fast transportation of the goods.

We can see that discounts, offers and other gifts are attracting customers to make online shopping in those special festival seasons. Likewise, they can attract customers in non-festival seasons too for marketing purposes.

It should be ideal to minimize the number of pop-up ads which the consumers would always like to skip since they may interrupt the work. The Use of Search Engine Optimisation helps the customers to get the most appropriate ads for them.

People prefer to buy quality products. Basically, high prices will be charged for those goods. Instead of charging high, they can quote a reasonable price and thereby attract more customers to purchase online.

It would be ideal to provide reasonable guarantees for those durable and digital goods online. It will help the customers to believe the online shopping site and apps enough to increase their purchases.

After sale services of online shopping must be improved to make necessarily follow up actions towards the customers.

9. CONCLUSION

The study delves into a comprehensive examination of how the marketing mix impacts consumer behaviour in the E-commerce era, alongside other influential factors. It successfully validates that individuals consistently favour online shopping, driven by economic considerations and time constraints. The study highlights the impact of advertisements, product reviews, discounts, special offers, brand reputation, and emerging trends on consumer choices. The shift towards online shopping, particularly accelerated by the onset of the Covid-19 pandemic, underscores the necessity for businesses to swiftly adapt. The effective utilization of the 7Ps in online marketing - product, price, place, promotion,



people, process, and physical evidence - emerges as a crucial strategy in navigating these changes. In conclusion, the study emphasizes the extensive benefits associated with strategic marketing decisions in the online realm.

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