AN EXPLORATORY STUDY OF MAPPING CONSUMER BEHAVIOR IN THE CONTEXT OF ONLINE MARKETING ENVIRONMENT WITH SPECIAL REFERENCE TO NAGPUR REGION

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ABSTRACT- Regardless of the information that creativity over the internet, small inquire about movement has investigated the part of variations in online marketing. Particularly, how buyers react to varying internet sites has got no query about consideration inside the existing writing. To address this inadequacy, the present consideration reviewed customer response within the challenge of changes inside the profit-making retail internet site. It did so over two measurements of changes; the Website features related measurement and the Website aesthetics related measurement. This study aims to decide the results of creating variations to retail internet sites by observing customer's reaction to modify originated confidential information on the retail internet site. Precisely, how buyers react to two sorts of changes is examined. Inside this, the enthusiastic, mental, rational, and behavioral reactions of buyers are inspected to help within the advancement of a show laying out the results of change, eventually coming about in accepting gain – the acknowledgment of the improved internet site as a substitution for the first.

Keywords: Online marketing, retailing innovation, digitization and consumer response

I. INTRODUCTION

Retailing is on a very basic level varying due to the control of the web, digitization of numerous items and most efficient worldwide retailers such as Amazon and Costco. Hence, it does not make any sense for India to look for consequence conventional retailing models, which are in profound inconvenience within the west.

In any situation, conventional retailing, as created within the west, was just probable to be fruitful in India. India's cities are very crowdy, stopping isn't accessible, genuine domain costs are as well tall, supply chains are totally diverse, the framework is much more regrettable - there are so numerous causes behind conventional western-style retailing in India is probable to battle. In reality, India's brick and mortar stores are superbly advanced to be fruitful in such situations. Uprooting them is exceptionally difficult.

The things which are going to uproot them is retailing advancement for India, of India and by Indians; not FDI in retail from conventional contemporary retailers. Amusingly, Foreign Direct Investments in retailing is as of now far reaching; as it were, it is coming within the shape of wander investment in start-ups and not FDI. Imaginative, businesses such as Indiatimes, FlipKart, Myntra, RedBus, HealthKart and Yebhi, Hotdeal, Napptol will transform Indian retail.

The contemporary retailing models that are getting to be effective within the nation are online models with great offline access. These trade models are fantastically inventive in terms of their acquirement, stock administration, merchant base improvement and assortment method(primarily cash-on-delivery).

These models are customized for Indian situations. Proficient providers are developed from the entire world. Stock is exchanged to properly designed stockrooms near to major urban areas. At that point, fast dispatch administrations ship your products specifically to you. There are critical cost-effective at every step within the supply chain.

The online marketing showcase in India will triple in estimate by 2014-15, from Rs 32 billion at display. The growing reach of the web, forceful development plans of online marketingers and more prominent readiness of Indian buyers to shop online will drive the development. Online marketing in India will be ruled by item categories that are brand driven, have a low-ticket estimate and are effectively transportable such as gadgets, taken after by way of life and books. (Source: CRISIL Research)

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In addition, the Web has demonstrated itself a valuable network for customers (Soopramanien & Robertson, 2007) by giving vendors with the capacity to widenprospects, convey customized offers, improve client connections, amplify item lines, make strides client communications, and make strides fetched proficiency (Srinivasa, Anderson &Ponnavolu, 2002). Subsequently, online marketing has created to ended up an economical showcasing networks in its claim right according to Doherty & Ellis-Chadwick, stated in the year 2010.

Amazingly, early development plans (e.g. Forrester Inquire about, 1998) and consequent genuine development execution has pulled in various retailers to embrace a put on the net (Wrigley, Lowe & Currah, 2002). Among these online vendors, couple of essential online marketing groups are common: the pure-play (select the option "online-only") vendor and the multi-channel vendor. For the pure-play vendor, the net includes the whole marketing activities. Such vendors might be benefit suppliers or encourage item procurement. For the multi-channel retailers, be that as it may, the internet is utilized to expand physical retailing exercises, to expand existing customer bases, or encourage buyer self-service, whereas keeping up a physical nearness.

OBJECTIVES OF STUDY

1.   To create a model of customer reaction to alter appropriate to online situations inside the field of retailing.

2.   To decide if the kind of chance that sort of change impacts consumers' reactions to the changed internet site.

3.   To decide the part of past involvement with the current internet site in consumers' reactions to the improved internet site.

RESEARCH HYPOTHESIS
NULL HYPOTHESIS

$H0_1$: Website features related changes has no impact on excitement. (Browsing stimulus intensity)

$H0_2$: Website aesthetics related change has no effect on excitement.

ALTERNATE HYPOTHESIS

$H1_1$: Website features related changes has a significant effect on excitement.

$H1_2$: Website aesthetics relatedchange has a significant effect on excitement.

UNIVERSE OF STUDY

The universe for this consider will be comprising of buyers from Vidharba section (comprising of Nagpur, Wardha, Bhandara, Akola, Amravati, Chandrapur, Gondia, Gadchiroli and Yavatmal), to explore their attitude/behaviour towards online shopping websites.

SAMPLE FRAME

The sample size for this think about will comprises of roughly 1000 buyers taken in extent of the population of Districts in Vidarbha. The area population information accessible as per most recent Government census might be utilized as reference.

Sample technique: Stratified Random Sampling method will be utilized and the qualifying reactions (clients of online shopping site) will be utilized for assist examination.

DATA COLLECTION

The information collection strategy for this consider will incorporate hands on work, which incorporate reaching workers from online marketing Industry in Vidharba Locale, meeting them and on-line customers. The survey surrounded for the inquire about consider will be a organized survey in which all the questions are foreordained some time recently conducting the overview. The shape of address is of both closed and open conclusion sort.

UNIVERSE OF THE STUDY

The population/universe for the consider is grown-up customers who routinely do online buys from distinctive websites, from distinctive zones of the Nagpur city are chosen.

I)   The researcher has divided Nagpur city based on zones with the selected retail outlets is as follows:

1.   East Nagpur –Wardhaman nagar, Surya nagar and Nandanwan, Pardi, ,

2.   West Nagpur –, Laxminagar, Dharampeth, Amravati road,Shivajinagar, Jaitala, Ravi nagar, Hingna

road, Bajaj nagar and Swavalambinagar

3.   Central Nagpur – Ramdaspeth, Civil lines,CA Road, Dhantoli, Mahal, Sitabuildi.

4.   South Nagpur – Chinchbhavan, Besa, hanuman nagar, Sakkardara, Pratapnagar, Somalwada, Narendra nagar, Manewada and Trimurti nagar

5.   North Nagpur –Sadar, HazariPahad, KT Nagar, Godhni, ZingabaiTakli, Gorewada, and Koradi Road

II)   The universe of this study according to the researcher comprises of the customers purchasing on some of the most popular websites viz.:Amazon, Myntra, Flipcart, Shop clues and Snapdealwhich include students, housewives, salaried, self-employed.

Zone wise division	Students		Housewives	Salaried	Self employed	Total
	UG	PG				
East	30	30	30	30	30	
West	30	30	30	30	30	
Central	30	30	30	30	30	
North	30	30	30	30	30	
South	30	30	30	30	30	
Grand Total	150	150	150	150	150	750

The actual data was collected from 725 respondents since the 25 questionnaires were rejected as they were either incomplete or not properly filled up.

SAMPLESIZE

a)   Sample size calculation formula:

$$SS = \frac{Z^2 * (p) * (1-p)}{c^2}$$

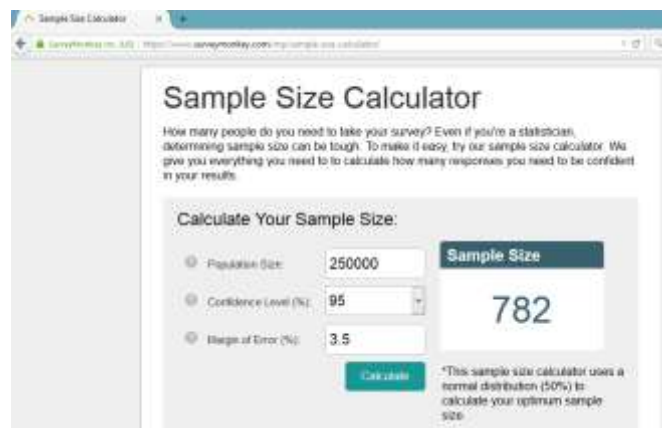$$SS = \frac{(1.96)^2 \text{ x } (0.5) \text{ x } (1-0.5)}{\pm (.04)^2}$$

= 600

According to the formula the sample size comes to be 600.

b)   According to Morgan's table:

As per the Morgen's table for the universe of 250000 and morethe researcher can consider the sample size of 782 respondents at the confidence interval of 95% and with margin of error of 3.5%.

c)   Online calculator for sample size

According to the sample size calculator 782 is the sample size.

AN EXPLORATORY STUDY OF MAPPING CONSUMER BEHAVIOR IN THE CONTEXT OF ONLINE MARKETING ENVIRONMENT WITH SPECIAL REFERENCE TO NAGPUR REGION

As per the Morgn's table at confidence interval of 95% with margin of error of 5% for the populace over 1,00,000 the test estimate should be 384, agreeing to this here 750 add up to respondents speaking to a little rate of the populace inside the Nagpur city have been taken as test for the study is legitimized which about fulfills the criteria of all the strategies of calculating test measure i.e. by equation, Morgen's table and test estimate calculator.

SAMPLING METHOD

Sampling method used for this study is Stratified cluster sampling. This is used when the population is further divided in sub-groups having similar interest.Random sampling method is generally used under Cluster sampling at every stage. It is one method to save the time and results into generating larger sample size as compared to simple random sampling.

TEST OF HYPOTHESIS

H$_{01}$: Website features relatedchange has no effect on arousal. (Browsing stimulus intensity)

In this hypothesis Website features related changesis an independent variable and the dependent variable is Arousal.

Dependent variable arousalcan be measured from the responses collectedfrom the respondents through the questionnaire on the 5 point Likert scale (starting from Strongly disagree, disagree, neutral, agree, and strongly agree)

Independent variable Website features related changecan be measured from the responses collected from the respondents through the questionnaire on the 5 point Likert scale (starting from Strongly disagree, disagree, neutral, agree, and strongly agree)

For testing the above research hypothesis ANOVA and Cronbach's alpha test are used.

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	192.698	6	27.528	10.735	.000
Within Groups	2287.314	719	2.564		
Total	2480.012	725			

In this case the significance value is 0.000 (i.e., p = .000), and it is below 0.05 and, therefore, there is a statistically significant difference in the mean of Arousal and Website features relatedchange. Hence we can reject Null hypothesis **H$_{01}$: Website features related change has no effect on arousal. (browsing stimulus intensity)** and accept alternate hypothesis **H$_{11}$:   Website features relatedchange has significant effect on arousal. (browsing stimulus intensity)**

Cronbach's alpha test

In this case Cronbach's alpha shows the value of Reliability statistics which is calculated by using SPSS software and the value comes to be as follow:

Reliability statistics		
Cronbach's alpha[a]	Cronbach's alpha based on standardized items[a]	N of items
.823	.925	2

In this case Cronbach's alpha is **0.823**, which shows an acceptable level of internal consistency for our scale with this specific sample.

H02: Website aesthetics relatedchange has no effect on arousal.

In this hypothesis the independent variable is Non Task-relevant and dependent variable is Arousal.

Dependent variable arousalcan be measured from the responses collected from the respondents through the questionnaire on the 5 point Likert scale (starting from Strongly disagree, disagree, neutral, agree, and strongly agree)

Independent variable Non Task-relevantchangecan be measured from the responses collected from the respondents through the questionnaire on the 5 point Likert scale (starting from Strongly disagree, disagree, neutral, agree, and strongly agree)

AN EXPLORATORY STUDY OF MAPPING CONSUMER BEHAVIOR IN THE CONTEXT OF ONLINE MARKETING ENVIRONMENT WITH SPECIAL REFERENCE TO NAGPUR REGION

For testing the above research hypothesis ANOVA and Cronbach's alpha test are used.

ANOVA					
Arousal					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	619.344	3	154.836	74.478	.000
Within Groups	1860.668	722	2.079		
Total	2480.012	725			

In this case the significance value is 0.000 (i.e., p = .000), and it is below 0.05 therefore, there is a statistically significant difference in the mean of Arousal and Non Task-relevant change. Hence we can reject Null hypothesis **H02: Website aesthetics relatedchange has no effect on arousal** and accept alternate hypothesis **H12: Website aesthetics relatedchange has a significant effect on arousal.**

CRONBACH'S ALPHA TEST

In this case Cronbach's alpha shows the value of Reliability statistics which is calculated by using SPSS software and the value comes to be as follow:

Reliability Statistics		
Cronbach's Alpha[a]	Cronbach's Alpha Based on Standardized Items[a]	N of Items
.793	.925	2

In this case Cronbach's alpha is **0.793**, which shows an acceptable level of internal consistency for our scale with this specific sample.

II. FINDINGS AND CONCLUSIONS

The study has found the part of variety in online exchanges. Precisely, how shoppers react to changing internet was given less importance in the earlier literature. To address this shortfall, this study has reviewed the reply of all the responses received from buyerresponse in the phase of variation within the cost-effective retail internet site. This was achieved through both the levels of difference; the Website features related measurement and the Website aesthetics related measurement.

Specially, the hypotheses proved that Website features related Change and Website aesthetics related Change had a significant direct significant effect on the state of Arousal, as the type of variation were clearly identifiable to offer a rise in the stage of environmental motivation.

Outcomes of astudyreveal that there exists positive relationship between Website aesthetics related Change and Arousal, though the general scope of theeffect was very insignificant. As presumed, this significantassociationrepresented that as Website aesthetics related Change rise the stage of Arousal also raises. Therefore, Arousal is categoricallybiased by changes in non-task-specific. Moreover, the present resultsalso supports that as the informationbased on an environment surges the apparent Arousal in the environment also surges.

Apart from these findings of the research, investigation of the management circumstances as already been established by independent variables that do not change measurements straight affected Arousal, associating the concept that variation in the online marketing environment do not deliver adequate stimulus to effect Arousal.

III. SUGGESTIONS AND RECOMMENDATIONS

As such, vendors should improve variation application strategies which include consumer management undertakings. Such undertakings could contain: apprising buyers of modified preceding to introduce new task competences and the welfares of such competences; rising and encouraging additional interacting channels to easeon-time customer care, such as live online chatting; providing assistance in new features, viz. making a visit to the website or learn news elections; and reveling the new features and experience of the internet site with online visitors after introduction.

Prolonging the current inference, while sizes of modification or change have an important result on consumer reaction to adjust, Website features related Change has the toughest effect. Therefore, prolonging the inferences mentioned in the preceding paragraphs, while online marketing should cautiously accomplish the variations in the Website aesthetics related scopes, special importance should be given to controlling variations in the Website features related measurements.

Therefore, this study also refers to the position of safeguarding that Website features related Change is improved for workers. If the status of Website features related Change shown herein is known, unreasonable, useless or unwanted change in the Website features related aspect of the internet site are anticipated to have important adverse stream of effects for virtual marketing people, as already mentioned.

Retail administrators should constantly observe present approaches and target variation during times where the value of preceding experiences within the customers is deteriorating.

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AN EXPLORATORY STUDY OF MAPPING CONSUMER BEHAVIOR IN THE CONTEXT OF ONLINE MARKETING ENVIRONMENT WITH SPECIAL REFERENCE TO NAGPUR REGION