

**E Commerce and Marketing of Products:
A Study Done Between Selected Resident PG Students Of Nehru Nagar Bhilai
Chhattisgarh**

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Abstract:

E Commerce is a way of merchandising platform through use of any electronic media that supports connectivity through internet and through EDI. On the other side where Information and communication technology is revolutionizing the operations of organization it is imperative to build organizational infrastructure that helps in meeting profitability as well as sustainability in longer time . This can be achieved only when satisfied customer has a positive WOM Customers are the key contributors for the success and survival of any business. Moreover a paradigm shift is being observed from behavioral perspective of customer where the customer are looking more for quality dimension in product and services as well as information. This paper is written with an objective to understand the attitude of PG Students towards E Commerce and what they look basically while doing internet transactions

Keywords: *E Commerce, ICT, Shift in behavioral pattern of consumer, Positive WOM*

Introduction:

Marketing is a very versatile discipline that involves a series of strategic activity to sustain dynamics of market competition. This literally means that organization needs to be proactive with changing scenario of business environment and required to cope up with technological advancements. One of the most seen advancement in technology is the emergence of E Commerce and M Commerce which is creating shifts in customer trends with respect to need, preference and requirement. The changing shifts is basically observed due to emergence of IT and ITes and hence it becomes necessary for organizations in service sector to restructure the organization and organize their supply chain in a such a way that customer delightment, customer satisfaction becomes the prime objective. Superficially it is important for the organization to introspect and develop a business model that can create valued and loyal customer. With fast economic development and the globalization taking place the use of internet has increased in various sections of society and the organizations are attempting to retain their clients in every possible way.

Organizations in service domain are now adapting to this technology to market their offerings and are in a way to impart customers with better services. With a particular focus on e-services within the banking industry, the development in information technology has considerably influenced the development of more efficient services. The internet offer a prominent channel through which services can be offered easily, conveniently and economically. The central reason to the adoption of E- services is perceived usefulness, perceived ease of use, security and privacy by organizations providing services through web. Service industry being one of the most important industry in Indian economy needs a unique marketing strategy as it involves intangible promotion of benefits. As far as the evolution of bank-marketing is concerned, the bankers have now pop out of the ivory towers of traditional selling and reaching target client with worthwhile product designs and trying to shape in line with the necessities of different sections of society. Banking is a service orientated industry. The advertising and marketing technique includes looking forward for, reciprocating (via designing and delivering patron-oriented provider), and satisfying the customer's needs and wants efficaciously, successfully, and profitably. To meet customer expectation and satisfaction the Indian banking system needs more improvisation and environment to retail their offerings for older customer and think tankers are supposed to devise effective strategy to attract new clients at affordable price. The importance of trust in banks lies in its contribution to the strengthening of interpersonal relationship. Trusting the banker may allow the customer to believe that poor product quality was a simple error that will not be repeated or which will be addressed. As defined by *Moorman, Deshpande and Zaltman*; Commitment is enduring desire to maintain a valued relationship whereas customer loyalty can be defined as a time duration the customer will stay with the organization. Greater the time duration greater will be loyalty and vice versa. Therefore the key area of consideration by service organization particularly with bank lies in creating Trust, Building Customer loyalty and giving ensured commitment and information of service delivery to meet customer customer expectation and perception

The need for studying customer satisfaction is felt because of-

1. Customer satisfaction is highly a dynamic psychological variable that keeps on changing with changing needs and wants as information Technology changes.

The need for study with customer satisfaction in ecommerce and the methodology incorporated to evaluate it plays an integral role in determining how to improve services provided by B2C organizations. Consumer satisfaction plays a pivotal role in the evaluation cycle of a consumption, shopping or service or product usage and therefore is useful in extracting consumer responses in the long-term. Both the business management and scientific literature realms have signaled a cohesive interest in fulfilling customer needs to determine the purchase behavior.

Literature Review

Various empirical and theoretical studies have been undertaken at the national and international level to analyze the impact of e-banking and information and communication technology (ICT) on banking sector, customers, service quality and customer satisfaction.. From the customer angle the studies primarily focus upon; why customers choose e-banking products and increase in their level of satisfaction due to phone banking, mobile banking, internet banking, website services, ATMs, etc.. The review of following studies throws light upon different aspects of e-banking and customer satisfaction. To know the impact of e-banking on various aspects, the literature has been reviewed related to the factors that contributes

towards customer satisfaction in dynamic world of competition in particular service organization like banks.

Karjaluoto (2002), in his paper reported those significant factors that affect the formation of consumer attitude toward electronic banking. The author in his study pinpointed that that attitude impacts consumer behavior when consumer interacts with the technology based environment. While studying author came out with factors like beliefs, attitudes play a pivotal role towards satisfaction towards e banking services. The author in his final conclusion observed that affluent and educated person adopts e banking services quickly.

Chen and Dubinsky (2003) investigated that one of the vital factor that influence B2C ecommerce is the information quality on the website. Where customer wants clear and right information regarding the products being displayed on the websites and therefore it becomes important regarding consideration of information to be shown and its outcome by the B2C organization in ensuring customer satisfaction. An added factor connected to this is the understanding ability of the information on the website.

Zhang et al. (2006), studied the important and significant factors that affect e-commerce satisfaction contains perceived convenience and security that the website offers and the customer's own skills and experiences. The author's work also surrounded the interactivity the website plays an imperative role in satisfying customers and building them loyal in regards to attracting them to repurchase from the same website. Other factors that are also important in this regard are security and presence in social media.

Bai et al. (2008) concluded that e-commerce shoppers request protection when they are involved in buying with the company through the web for fulfillment of their needs and said that the online buyers require privacy and protection of their data. The author in totality is of the view that there should be non involvement of any third party which can damage the experience and satisfaction level of customer.

Pooja Malhotra , Balwinder Singh(2009) explained the present state of Internet banking in India and discussed its implications for the Indian banking industry. The study inspected the impact of Internet banking on banks' performance and risk. The univariate investigation in this study pointed out that Internet banks are larger banks and have enhanced working efficiency ratios and profitability as against to non-Internet banks

Andrew Musiime1 and Malinga Ramadhan(2011) reported that despite the progress of technological advancement in many financial institutions less study has been carried out in consumer adoption and satisfaction in African setting. The author in hhis empirical investigation found that certain valuable factors that has implication on customer adoption and satisfaction towards internet banking and reported the relationship between web basedbanking services ,customer adoption and satisfaction. In his final conclusion the author recommend that banking organizations need to adopt more innovative ways of creating awareness of e banking services and must find ways to increase adaptability rate.

Vijay Khunbhar M (2011) studied factors contributing towards customer satisfaction and found 13 significant variables that is contributing towards customer satisfaction through factor analysis and principle component analysis. The study was made to know customer satisfaction on three dimensions viz service quality,brand perception and perceived value and found that all the 13 variables were significant and were good predictors of overall satisfaction in e-banking and it is recommended the service designers

of e banking to look forward for enhanced growth and productivity through improving service quality dimensions

Ahmad Ala`Eddin Mohd Khalaf (2011) In a study carried out at Jordanian Commercial Bank the impact of e-banking on the outcomes of customer satisfaction namely, loyalty and positive WOM was investigated . In this paper loyalty and positive WOM is studied on eight factors/variables.. A multiple regression tool was used to know the most contributing and significant variables that constituted the customer satisfaction and upon analysis was found that security, privacy, and content appear to have the greatest impact on satisfaction .The author of this research has identified the future scope of assessing customer satisfaction to other geographical area to validate the model and findings

In a study carried out by **Snehaalkumar Mistry(2013)** customer satisfaction was evaluated on five dimension viz Reliability, Assurance,Empathy,Responsiveness and Tangibility. The author carried out factor analysis and found that reliability has the highest eigen value of 7.486. The author was of the opinion that whether public sector bank or private sector banks the emphasis must be given on reliability, assurance and responsiveness To that they can give training to their employee which will help them to give personalized service. It will also help to implement empathetic approach. Service qualities of private and public banks were measured by using SERQUAL method. The result of this study provides evidence that the SERQUAL dimensions are a useful tool to predict overall service performance of banks

Ogunlowore Akindele John et.al in their study(2014) in a study carried out at Nigeria's corporate bank said that electronic banking is emerging tool to carve business strategy and can become strong catalyst for economic growth.In his noteworthy contribution he observed e banking services to be convenient and flexible but on the other side insecurity and power was major challenge. The author suggested that there are few infrastructural factors like Power,security and telecommunication are critical and important and must be structured in such a way that it can ensure optimum customer satisfaction.

K. M. Anwarul Islam, Umme Salma(2014) said that customization of products and services can generate benefit if traditional retail banking can be replaced by E banking environment. The investigation result of author on certain factors and its interpretation indicates that internet banking plays a significant role in in generating customer satisfaction . The author also recommended that some unethical practices like phishing, hacking etc must be given additional consideration and new techniques must be introduced to protect the general interest of clients. As a conclusion the author is of the view that the future of internet banking is good as compared to traditional buying.

Yadav Pukhraj(2015) explained in his publication that e commerce is performing well in metro cities but in rural area and backward area still e commerce needs development due to less penetration of internet,lack of awareness and poor literacy rate.64% are well aware of e commerce and 33% are still not aware about e commerce.64% people uses e commerce for business to business and only 25% of people are using e commerce for their personal use which shows that e commerce is popular in B2B segment. The study showed that rural area and backward area are also unaware from using credit cards and net banking. The satisfaction index in the study shows that 20%people in narnul district are fully satisfied with e commerce and 32% people are completely unsatisfied with e commerce. The study has brought into limelight that the few people feel insecure in terms of electronic payment

Hitesh Kapoor (2015) in his study reported that With the prolonged use of internet based technologies and its related advancement it is helping out the organization like banks to build sustainable strategy to attract customer with their offerings where several novel products is in place. The study by author is an attempt to recognize some factors that contribute to customer satisfaction with internet banking services. The determinants of service quality like tangibility, reliability, responsiveness, assurance and empathy have shown some relation which has an impact on customer satisfaction when it comes while availing services of banks in IT setup.

Uday Singh Rajput(2015) is of opinion that Information and Communication Technology have brought about a lot of changes in almost all facets of life. In the Banking Industry, it has been in the form of online banking,. The author carried out study with objective to investigate customer's views regarding e-banking covering customers perception on online banking activities and its impact and promotional measures used by banks to promote online banking. Found that 45% of the respondents are with positive perception about E banking and rest lack knowledge and hesitate to transact online.. The study corroborated framework that if skills can be upgraded there will be greater will to use online banking by consumers

Fatemeh Soleimani Roozbahani(2015) talked about competitive advantage in banking industry through deployment of Information Technology which can affect the level of customer gratification The author surveyed the respondents on E banking services and E payment and indicated that there is a optimistic and noteworthy association between e-payment tools and e-banking. The subject field can be further extended to some more extensive variable quantity of customer satisfaction of service quality

D.N.V. Krishna Reddy, Dr.M. Sudhir Reddy(2015) studied convenience and willingness as a variable to understand the impact of E Banking Services on customer perception and opined that information technology and its proper usage can bring change in the style of doing business. The author concluded that the customer are using e banking services but frequency of usage needs to be improved due to less knowledge of computer and internet and they become hesitant to transact via internet.It is being suggested by author to improve communication strategy to aware regarding IT services to build positive perception and customer satisfaction.

N SateesthKumar and Maliqjan D (2015) in their empirical investigation studied customers' attitude and satisfaction towards e banking at krishnagiri town of Tamil Nadu and revealed that there are some factors that is contributing towards use of e banking . Their study also showed that ATMs and credit cards are the most preferred value based service utilized by the respondents of krishnagiri. Value added services being the most important product differentiator has vast opportunities as well as challenges. The demographic profile of consumer is changing as a result of technological innovations and service provider needs to design their product portfolio in such a way that value driven services should be made acceptable by every section of society according to their requirement

Methodology:

The self structured questionnaire was administered to PG student of Nehru Nagar Bhilai Chhattisgarh, on three variables namely loyalty, service quality and the quality of information provided in the internet. The analysis was done through EXCEL using Pivot table .

Simple random and Convenience sampling technique was used for the purpose of study and sampling location was students of PG residing in Nehru Nagar Bhilai

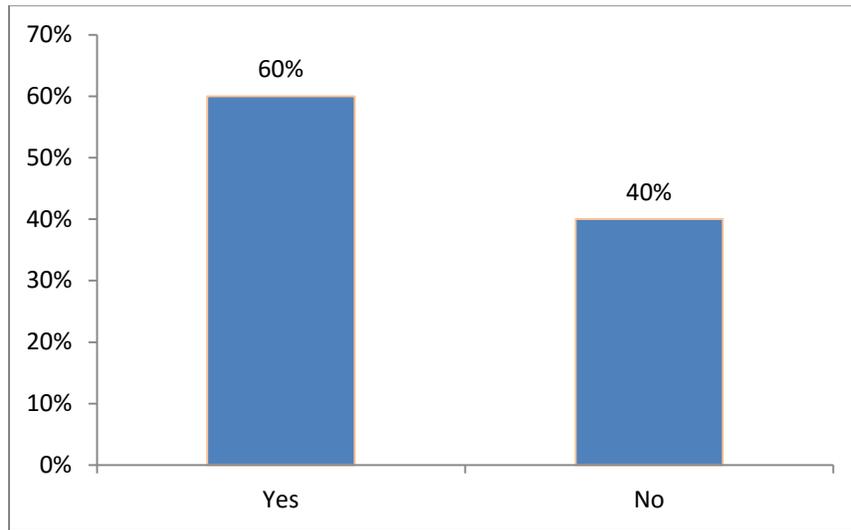


Figure 1: Percentage Awareness of E Commerce

Interpretation: From the table it is evident that 60% of cases from PG Student Category are aware of E Commerce and its utility but 40% of student lack awareness of E Commerce.

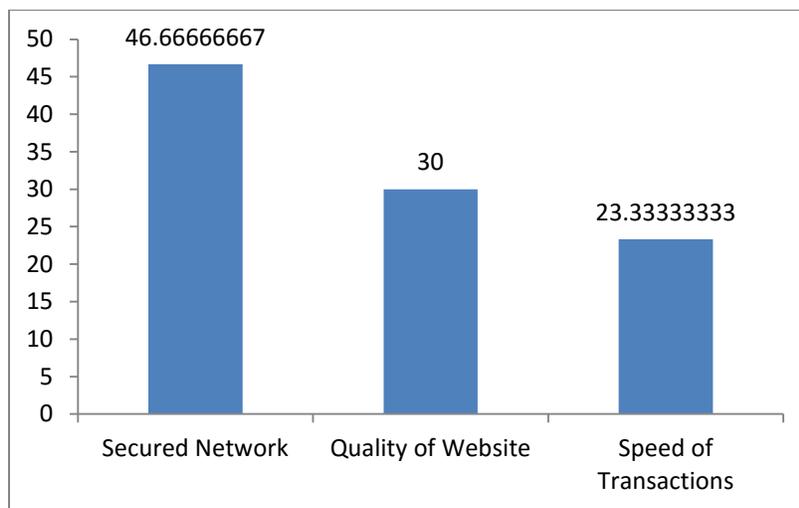


Figure 2: Attributes of E Commerce

Interpretation: From the graph it is evident that students are more conscious about secured network and seeks secured environment for their transactions without any interpretation. 30% of the respondents showed that the quality of website was not up to the standard while 23% of respondents said that while doing transactions through electronic media speed becomes one of the issue.

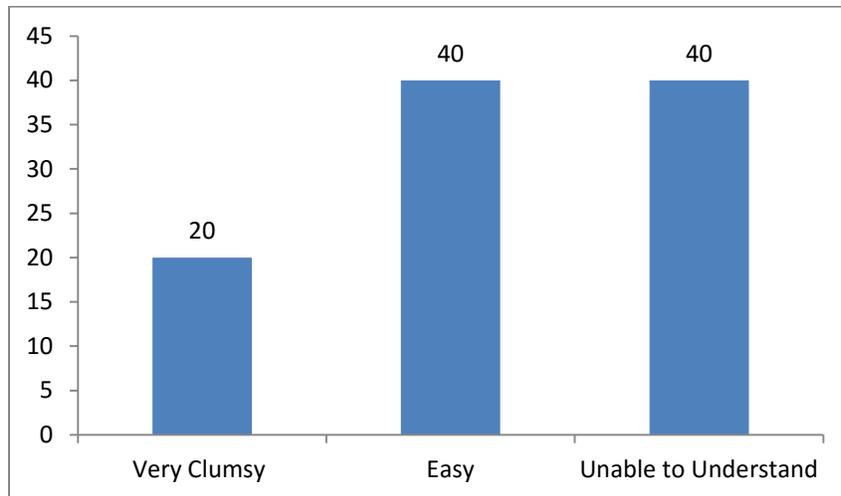


Figure 3: Percentage wise Comprehensibility of Information

Interpretation: Through this graph it is evident that most of the respondents under PG Student finds difficult in comprehending the information both in electronic media .This may be due to usage of rosy language used in website or it may be due to gap in their perception .

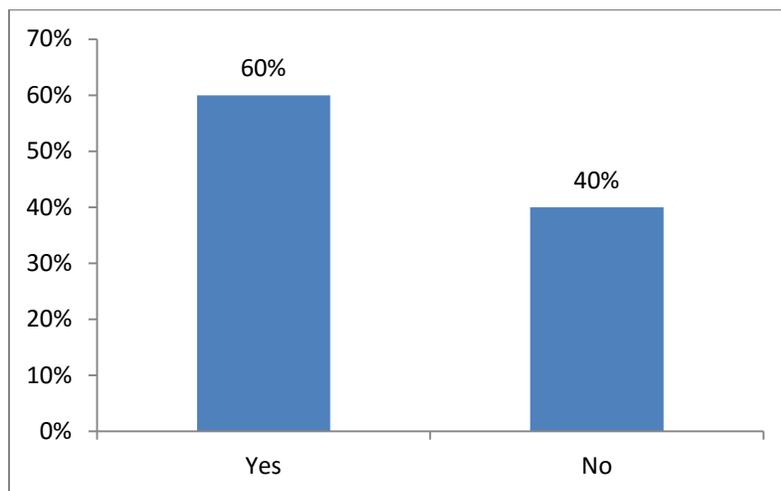


Figure 4: Satisfaction level of PG Student

Interpretation: From the above graph it is evident that 40% of the respondents are not satisfied with products that is being offered by the organization post consumption as their expectations was not being met.

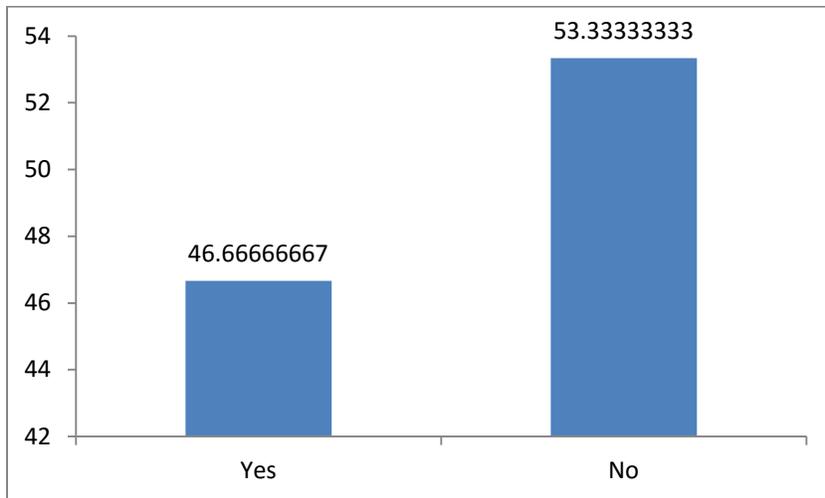


Figure 5: PG Student Showing Intention to purchase product(Percentage)

Interpretation: From the above graph it is clear that majority of the respondents are not confident whether they will prefer the same organization for their next purchase this clearly shows that in order to create a positive purchase intention the organization need to really go for innovation at an affordable cost.

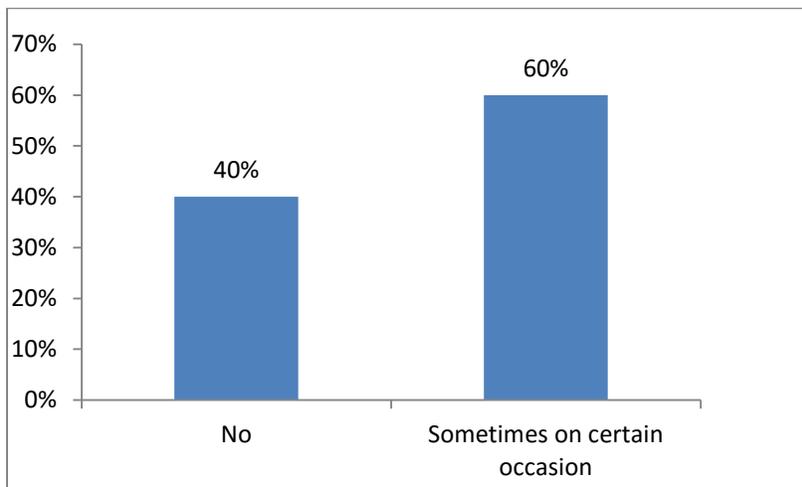


Figure 6: PG student showing value given by organization

Interpretation: The graph shows high percentage of 60% where organization is not creating value to the students for the money they are paying while doing transactions in internet or in any electronic media .This may be one of the reasons for dissatisfaction .

Result and Discussion:

The analysis of data from PG student revealed that the students are seeking more and simple information which they can easily understand while speed of transactions is also showing a major concern for the students who are doing transactions through internet. The loyalty was studied under how much the student are confident for next purchase/transactions with the same organization and How much value they

are getting. Surprisingly these two factors has secured a low percentages which is a matter of consideration for the organization to re engineer the product and services

The Percentage wise distribution are as under

Table 1: Percentage showing adaption of E Commerce

Awareness Level of E Commerce	40% are not aware
Attributes of E Commerce	30% for Quality of Website
	23.33% for speed of transactions
Level of Information	20% very Clumsy
	40% unable to understand
Quality of Services	40% No
Confidence Level to do purchase/transactions	53.33% No
Value for Money post consumption	60% on some occasions

This clearly shows that organizations really need to rethink and devise their operational strategy that meet students expectations and need they are looking while to purchase. Transact in electronic media platform.

Conclusion:

The present study was mainly focused on few selected samples and was being carried out to understand about E Commerce and their behavioral aspect. The study was carried on three variables namely loyalty, service quality and quality of information the organization provides to its customer. The study has shown a good scope as it can be extended to other section of the society with new factors and moderating variable can also be studied to understand the perception of customers and consumers who uses E Commerce as a tool to fulfill their requirements. The study was focused on selected area but can be extended to other broader area to know the effect of E Commerce usage by customer and consumer. The website characteristic and attributes contain a huge significance for the online consumer as per this study therefore the design of the website should be appealing, simple and user friendly . The graph which has shown lesser percentage can be radically moved to higher side by proper implementation of resources and building a safe and secured environment. The organization also need to think as how value with delightment can be created to retain customer to compete in densely and intensified market competition.

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