

Antecedents of Implementation of the Online Marketing – A Marketer Perception

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ABSTRACT: *Even though, the previous studies related to the various aspects in online marketing especially the marketers' perception on various aspects related to online marketing, all these works are related to the foreign environment. There is no exclusive study on e-marketing environment in the Indian context. In total, 535 marketers was identified by popular web service providers namely Pronet, Satyam, Airtel and BSNL. Hence the present study has made an attempt to fill up the research gap with the help of proposed research model.*

Date of Submission: 02-12-2019

Date of Acceptance: 18-12-2019

I. Introduction

E-marketing is becoming accepted way to market various types of goods and services (Donthu, 1991). Though a computer mediated shopping environment, e-retailers have attracted consumers by offering a reduction in search costs for products and product-related information (Janssen and Moraga, 2000; Shanker et al., 1999). Attendant with the explosion in internet shopping is tremendously increasing interest in e-commerce research, particularly with respect to e-shopping attributes. The technology of e-commerce determines what can be offered to customers, but only customer determines which of those technologies will be accepted. The key to success for e-commerce lies in knowing customers.

The customers' needs; value and cost are playing an important role in the determination customer satisfaction. The customers' satisfaction develops through new recognition, information search, information evaluation, purchase decision and post purchase evaluation (Cheston, 2001). The customers' needs have two dimensions namely utilitarian and hedonic (Solomon, 1999). The needs of the customers have to be properly assessed and fulfilled by the marketers in e-marketing.

EFFECTS OF ONLINE MARKETING

The effects of e-marketing improve the efficiency of the marketer in several ways. Efficiency was measured with a five item scale from Sethi and King (1994) this scale assessed improvements in production and marketing efficiency. Sales performance was measured with a five item scale adopted from Venkataraman and Ramanujam (1986) this scale assessed increases in market share, sales, volume, customer acquisition and customer retention. Customer satisfaction was measured with a three item scale adopted from Zeithaml (1996) this scale assessed the change in overall customer satisfaction, customer word of mouth and customer switching. Based on the reviews, eighteen variables have been listed to measure the marketers' performance in their relative field. The marketers have been asked to rate according to their level of performance. The marketer performance score among the marketers have been computed by the mean score of the variables related to marketing performance.

SCOPE AND NEED FOR THE STUDY

The proliferation of and rapid advances in technology – based systems, especially those related to the interest, are leading to fundamental changes in how companies interact with one another and with customers. Indeed, selling products and service via the internet is agreed to have enormous potential, and e-commerce has received enormous pressure, speculation and criticism. The internet technology has the potential to alter almost every aspect of business operations. As a result, it is necessary to take a multidisciplinary approach for understanding the marketers view on e-marketing since the e-marketers act as a intermediaries between the customers and producers of goods and services.

OBJECTIVES OF THE STUDY

1. To examine the factors leading to implement online marketing;
2. To show the various effectiveness of online marketing;

II. Research Methodology

The sampling framework consists of determination of sample size and distribution of sample size. The sampled e-marketers have been identified by the pilot study among 20 experienced and 20 lesser experienced marketers. Since the population of the study is unknown, the sample size of the study is determined by

$n = \left[\frac{Z\sigma}{D} \right]^2$. Whereas n - Sample size; Z – 1.96 at five per cent level; σ - Standard deviation of marketers' attitude on e-marketing measured at five point scale in pilot study = 0.5899; and (D)- Error acceptance = 0.05.

In the present study, $n = \left[\frac{1.96 \times 0.5899}{.05} \right]^2 = 534.72 = 535$ marketers. In total, 535 marketers was identified by popular web service providers namely Pronet, Satyam, Airtel and BSNL. All 535 marketers have been included as the sampled marketers for the study.

III. Analysis of Antecedents Of Implementation Of The Online Marketing

a) Variables influencing to implement the online marketing

The variables influencing to implement the online marketing among the marketers are too many. In general, the marketers prefer the online marketing because of its time consumption, service quality, and product coverage and product information. In the online marketing, the marketers need not meet the consumers directly. The product details and coverage are very wider in online marketing. Even though, the variables influencing to implement the online marketing are too many, the present studies identify the variables from various reviews. The present study confine these variables to product information, promotion on the cyber mall, timely delivery, brand selection, interactivity, ease of access, time to get to home page, price, reputation, customers support, expected waiting time, security, product display, waiting information, home page, personal choice helper and privacy. The marketers are asked to rate the above said variables at five points scale namely highly important, important, moderate, not important and not at all important. The marks assigned on these scales are 5, 4, 3, 2 and 1 respectively. In order to identify the important variables, the mean score of each variable have been computed among the LE and HE marketers separately. In order to analyze the significant difference among the two group of marketers regarding their perception on the variables, the 't' test have been applied. The resulted mean score of the variables influencing to implement the online marketing and its respective 't' statistics are shown in Table 1.

TABLE 1: Antecedents of Implementation of the online marketing

Sl. No.	Antecedents of the online marketing	Mean score among marketers in		t-statistics
		LE	HE	
1.	Product information	3.4542	3.8184	-2.2265*
2.	Promotion on the cybermall	2.5008	3.0667	-2.3778*
3.	Timely delivery	3.1171	3.2446	0.4029
4.	Brand selection	3.2662	3.9091	-2.7568*
5.	Interactivity	3.0886	3.8227	-3.0291*
6.	Ease of access	3.0117	3.6678	-2.8386*
7.	Time to get to home pages	2.6568	3.4547	-2.8027*
8.	Price	2.5089	3.2668	-3.1071*
9.	Reputation	3.4486	3.1778	1.2447
10.	Customer Support	3.2147	3.8841	-2.5345*
11.	Expected waiting time	3.0079	3.5667	-2.3419*
12.	Security	3.4541	3.6609	0.6287
13.	Product display	3.3039	3.8117	-2.3403*
14.	Waiting information	3.0886	3.4039	-1.7208
15.	Home page	3.1144	3.6678	-2.2459*
16.	Personal choice helper	3.0663	3.5889	-2.4221*
17.	Privacy	3.1708	3.7336	-2.9548*

* Significant at five per cent level.

The highly viewed variables among the HE marketers are brand selection and customer support since its mean scores are 3.9091 and 3.8841 respectively. Among the LE marketers, these two variables are product information and security since their mean scores are 3.4542 and 3.4541 respectively. Regarding the perception on variables leading to choose the online marketing, the significant difference among the LE and HE marketers have been noticed in the case of product information, promotion on the cybermall, brand selection, interactivity, ease of access, time to get to home pages, personal choice helper and privacy since their respective 't' statistics are significant at five per cent level.

b) Important Factors in Antecedents of Implementation of Online marketing

The IFAE has been identified with the help of Exploratory Factor Analysis (EFA). The score of all variables leading to choose the online marketing among the elders and youngsters have been included for the analysis. Initially, the data validity for EFA has been conducted with the help of Kaiser-Meyer-Ohline (KMO) measure of sampling adequacy and Bartlett's test of Sphericity. Both these two tests satisfy the validity of data, the EFA has been executed to identify the IFAE. The result of EFA is presented in Table 2.

TABLE 2: Important Factors in Antecedents of Implementation of the Online marketing

Sl.No	IFAE	Number of Variables in	Eigen Value	Percent of variation explained	Cumulative percent of variation explained
1.	Convenience	3	2.7445	16.74	16.14
2.	Merchandise	3	2.5171	14.81	30.95
3.	Interactivity	3	2.3667	13.72	44.87
4.	Reliability	3	2.2042	12.97	57.84
5.	Navigation	3	2.0339	11.96	69.80
6.	Promotion	2	1.6547	9.73	79.53
KMO measure of sampling adequacy: 0.8014		Bartlett's test of sphericity: 102.94*		Chi-square value:	

* Significant at five per cent level.

The important IFAE among the marketers is convenience and merchandise since their eigen values are 2.7445 and 2.5171 respectively. The per cent of variation explained by these factors are 16.14 and 14.81 per cent respectively. It is followed by interactivity and reliability factor since its eigen values are 2.3667 and 2.2042 respectively where its per cent of variations are 13.92 and 12.97 per cent respectively. The last two IFAE identified by the EFA are navigation and promotion since its eigen values are 2.0339 and 1.6547 respectively which is similar to the findings of Davis et al., (2000); Dumortier and Goemans (2001); and Kynama and Black, (2000). The narrated six IFLO explain the variables leading to choose online marketing to the extent of 79.53 per cent. All these six factors are included for further analysis.

c) Reliability and Validity of variables in IFAE

The confirmatory factor analysis (CFA) has been executed to test the reliability and validity of variables in each IFAE. The CFA results in standardized factor loading of the variables in each IFAE, its statistical significance, composite reliability and average variance extracted. The overall reliability of variables in each IFAE has been tested with the help of Cronbach alpha. The results are presented in Table 3.

TABLE3: Reliability and Validity of variables in IFAE

Sl. No.	IFLO	Range of standardized factor loading	Range of 't' statistics	Cronbach Alpha	Composite reliability	Average variance extracted
1.	Convenience	0.9047 – 0.6235	4.0158* - 2.4086	0.8048	0.7807	0.5917
2.	Merchandise	0.8668 – 0.7082	3.7347* - 2.5697*	0.7547	0.7109	0.5326
3.	Interactivity	0.9039 – 0.6546	4.6083* - 2.6544*	0.7907	0.7724	0.5802
4.	Reliability	0.8908 – 0.6332	4.4996* - 2.3961*	0.7408	0.7307	0.5599
5.	Navigation	0.8441 – 0.6007	3.6626* - 2.1708*	0.7212	0.7019	0.5044
6.	Promotion	0.9331 – 0.6416	5.1783* - 2.5084*	0.8249	0.8031	0.6024

* Significant at five per cent level.

The standardized factor loading of the variables in each IFAE are greater than 0.60 which shows the content validity of each IFAE. The 't' statistics of the variables in each IFAE are significant at five per cent level which indicates its convergent validity. The composite reliability of each IFAE is greater than 0.60 whereas its AVE is also greater than 0.50 which also confirms its convergent validity. The CFA concludes that the variables included in each IFAE explain it to a reliable extent. Hence, the score of each IFAE has been computed by the mean of score of the variables in each IFAE.

d) Discriminant Validity of IFAEs

In order to analyze the mutual exclusiveness among the IFAEs, the discriminant validity of IFAEs have been computed. The mean of AVEs between all bases of IFAEs and the square of correlation between them have been computed. The discriminant validity is confirmed when the mean of AVEs of the pair of IFAEs is greater than its square of correlation co-efficient between them. The results are given in Table 4.

TABLE 4: Discriminant Validity among IFAEs

Sl. No.	Square of Correlation coefficient	Mean of AVEs co-	1	2	3	4	5	6
1.	Convenience			.5622	.5859	.5758	.5481	.5971
2.	Merchandize	.4868			.5564	.5463	.5185	.5675
3.	Interactivity	.3917	.4667			.5701	.5423	.5913
4.	Reliability	.5082	.5334	.4076			.5322	.5812
5.	Navigation	.3909	.4896	.4508	.5221			.5534
6.	Promotion	.4038	.3918	.5109	.5335	.4386		

The mean of AVEs between convenience and merchandize (0.5622) is greater than its square of correlation co-efficient between them (0.4868) which indicates the discriminant validity among them. The same results are identified in all pairs of IFAEs. For example the mean of AVEs between promotion and convenience (0.5971) is greater than its square of correlation co-efficient between them (0.4038). The result indicates the mutual exclusiveness among the various IFAEs.

e) Marketer’s view on IFAEs

The marketers’ view on IFAEs have been computed by the mean score of the variables in each IFAE’s. The mean of each IFAE among the LE and HE marketers have been computed separately in order to exhibit the marketers’ view on each IFAEs. The ‘t’ test has been administered to find out the significant difference among the LE and HE marketers regarding their view on IFAEs. The results are given in Table 5.

TABLE 5: Marketers’ view on IFAEs

Sl.No.	IFAEs	Mean score among		t-statistics
		LE	HE	
1.	Convenience	3.1442	3.5747	-1.7664
2.	Merchandize	3.0764	3.6648	-2.9297*
3.	Interactivity	3.1232	3.7652	-3.2057*
4.	Reliability	3.3579	3.5241	-0.3245
5.	Navigation	2.8911	3.4751	-2.8332*
6.	Promotion	2.8076	3.3673	-2.6508*

* Significant at five per cent level.

The highly viewed IFAEs among the HE marketers are interactivity and merchandize since their mean scores are 3.7652 and 3.6648 respectively. Among the LE marketers, these two are reliability and interactivity since their mean scores are 3.3579 and 3.1232 respectively. Regarding the perception on IFAEs, the significant difference among the two group of marketers have been noticed in the case of perception on merchandize, interactivity, navigation and promotion since their respective ‘t’ statistics are significant at five per cent level which is similar to the findings of Haubl and Trifts (2000); and Mathwick et al., (2001).

f) Association between the Profile of Marketers and their view on IFLO

The profile of the marketers may be associated with their view on IFLO. The present study has made an attempt to examine it with the help of one way analysis of variables. All the eight profile variables and the six IFLOs are included for the analysis. The results of one way analysis of variance are shown in Table 6.

TABLE 6: Association between the Profile of Marketers and their view on IFLO

Sl. No.	Profile variables	F-Statistics in					
		Convenience	Merchandize	Interactivity	Reliability	Navigation	Promotion
1.	Type of markets	2.4673	2.3542	3.3173*	2.0296	2.3117	2.7089
2.	Age of marketers	2.6884*	1.1789	1.9088	2.5087*	2.7044*	2.0773
3.	Level of education	2.6541*	2.8886*	2.0231	2.1171	2.6898*	2.4996*
4.	Personality score	2.8811*	2.2884	2.1671	2.4133	2.0996	2.9892*
5.	Number of products dealt	2.5997*	2.8371*	2.1676	2.3998*	2.6515*	2.0826
6.	Business turnover	2.1024	2.9084*	2.9817*	2.2034	2.7441*	2.5596*
7.	Market coverage	2.6911*	2.1793	2.2026	2.5996*	2.1441	2.9896*
8.	Technology readiness score	2.4024	2.2441	2.9688*	2.8171*	2.3084	2.4996

* Significant at five per cent level.

Regarding the view on convenience the significantly associating profile variables are age, level of education, personality score, number of products dealt, and market coverage among the members whereas in their view on merchandize, these profile variables are level of education, number of products dealt and business turnover. The significantly associating profile variables regarding their view on interactivity are type of marketers, business turnover, and technology readiness score whereas in their view on reliability, these are age,

number of products dealt, market coverage and technology readiness score among the marketers. Regarding the view on navigation, the significantly associating profile variables are age, level of education, number of products dealt and business turnover whereas in the case of promotion, these are level of education, personality score, business turnover and market coverage since their 'F' statistics are significant at five per cent level which is similar to the findings of Movak et al., (2000); Miyazaki and Fermanleg, (2001).

g) Discriminant IFAE among the Lesser and Higher Experienced Marketers

The perception on IFAEs among the LE marketers differing from the HE marketer and it is imperative to identify the important IFAEs among them for some policy implications. The two group discriminant analysis has been applied to analyse it. Initially, the mean difference and its statistical significance has been computed. The discriminant power of IFAE has been estimated with the help of Wilk's Lambda. The results are given in Table 7.

TABLE 7: Mean Difference and Discriminant Power of IFAEs among LE and HE Marketers

Sl. No.	IFLO	Mean Score among marketers in		Mean Difference	t-statistics	Average variance extracted
		LE	HE			
1.	Convenience	3.1442	3.5747	-0.4305	-1.7664	0.2102
2.	Merchandize	3.0764	3.6648	-0.5884	-2.9297*	0.1068
3.	Interactivity	3.1232	3.7652	-0.6420	-3.2057*	0.2673
4.	Reliability	3.3579	3.5241	-0.1662	-0.3245	0.4445
5.	Navigation	2.8911	3.4751	-0.5840	-2.8332*	0.1073
6.	Promotion	2.8076	3.3673	-0.5597	-2.6508*	0.3042

* Significant at five per cent level.

The significant mean differences are identified in the case of merchandize, interactivity; navigation and promotion since their respective mean difference are significant at five per cent level. The high mean differences are noticed in the case of interactivity and merchandize since their respective mean differences are 0.6420 and 0.5884. The significant IFAEs have been included for the establishment of two group discriminant analysis. The unstandardized procedure has been followed to estimate it. The established discriminant function is

$$Z = a + b_1X_1 + b_2X_2 + \dots + b_nX_n$$

$$Z = -0.5842 - 0.2243x_2 - 0.1025 x_3 - 0.1276 x_5 - 0.0645$$

The relative contributions of discriminant IFAE in Total Discriminant Score (TDS) have been computed by the product of discriminant co-efficient and the mean difference of the respective IFAE. The results are presented in Table 8.

TABLE 8: Relative Contribution of Discriminant IFAE in Total Discriminant Score

Sl.No	IFLO	Discriminant Co-efficient	Mean Difference	Product	Relative Contribution in TDS
1.	Merchandize	-0.2243	-0.5884	0.139	42.78
2.	Interactivity	-0.1025	-0.6420	0.0658	21.34
3.	Navigation	-0.1276	-0.5840	0.0745	24.16
4.	Promotion	-0.0645	-0.5597	0.0361	11.72
	Total			0.3638	100.00

Per cent of cases correctly classified: 76.82.

The higher discriminant co-efficient are identified in the case of merchandize and navigation since their discriminant co-efficient are 0.2233 and 0.1276 respectively. It shows the higher influence of the abovesaid IFAE in the discriminant function. The higher relative contribution in TDS is identified in the case of merchandize and Navigation since its relative contribution are 42.78 and 24.16 per cent respectively. The analysis reveals that the important discriminant IFAE among the LE and HE marketers are their perception on merchandize and navigation which is higher among the HE marketers than that by the LE marketers

IV. Summary Of Findings

The antecedents are measured with the help of 17 variables. The highly viewed variable by the LE and HE marketers are product information and brand selection. The significant differences among the LE and HE marketers have been noticed in their view on 13 out of 17 variables in antecedents. The important antecedents narrated by the factor analysis are convenience, merchandize, interactivity, reliability, navigation and promotion. The highly viewed important antecedents by LE and HE marketers are reliability and interactivity respectively. The significant differences among the LE and HE marketers have been identified in their view on four out of six important antecedents.

The significantly associating important profile variables regarding their view on important antecedents are age, level of education, number of products dealt, business turnover and technology readiness score among the marketers. The important discriminant antecedents among LE and HE is the merchandize which are highly viewed by HE compared to LE marketers.

V. Recommendations

1. **Continuous Important in the Effectiveness of Online Marketing:** The effectiveness of online marketing is visible in the present study. But there is a need for continuous enrichment in the effectiveness of online marketing. For that purpose, the marketers are advised to develop the business model as per the requirement of the present scenario. They are advised to frame the marketing strategies to enrich their performance continuously.
2. **Confidence Building on Online Marketing:** The present study reveals that the lacks of confidence on online marketing among the marketers affect the level of effectiveness of online marketing. In order to extent the online marketing in all fields, first of all, the mind blocks of the marketers have been removed. It is possible only by the experienced marketers. The new marketers felt some inconveniences and risk in the online marketing. These inconveniences and risk can be eliminated by appropriate counseling to the new marketers by the experienced marketers. It will increase the application of online marketing in all fields.

VI. Conclusion

The present study concluded that the adoption of online marketing depends on the EC adoption among the marketers. It is higher among the young marketers compared aged marketers. But the marketers are having more fear on the adoption of online marketing. Which have to be updated as per the customers' needs. The important faced by the marketers are navigation, interactivity, logistics and payment. The highly experienced marketers are having lesser problem than the lesser experienced one which affect the level of effectiveness of online marketing. There is a need for frequent meet among the marketers to remove their handles. . They have to estimate their customers' needs and wants properly at each segment. The marketers should design appropriate strategies to satisfy their customers at various segments simultaneously. The new marketing has to learn and implement the online marketing strategies from their seniors in the market.

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Dr.V.Ramanujam." Antecedents of Implementation of the Online Marketing – A Marketer Perception". *IOSR Journal of Business and Management (IOSR-JBM)*, Vol. 21, No. 12, 2019, pp 29-34.