

A STUDY ON IMPACT OF PROMOTIONAL STRATEGIES ON CONSUMER BUYING BEHAVIOUR FOR ELECTRONIC GOODS

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Abstract - This study covers various concepts of promotion strategy from introduction to marketing mix 4 p's and online marketing mix, promotion, promotion mix, promotional strategy. In this consumer behavior and online consumer behavior is discussed. The introductory section discusses the promotion policy, its importance, its objectives and activities. It also includes a push strategy and a pull strategy. This study explains the role of various promotional activities such as sales promotion, personal selling, advertising, direct selling. The describes the promotion strategy for electronic products, regardless of industry, product line and marketing approach. This presents various promotional products based on previous research. The results are many respondents found it to be a public relations strategy. The second subsection describes the answers to interview questions about online shopping, electronics, etc.

This study emphasizes that Online promotions constrain are not that much encouraging them to shop through internet ever time promotions must give better impact to take decision by customer. Online shopping for electronic goods pop ups blogs are not attracting them to shop online. These blogs always in such a ways which touches consumers mind and heart. Sometime the e-mails and e-leaflets impact the consumers for buying goods from online shopping for electronic goods. It should not be sometime always impacted.

Key words: Consumer behavior, Online shopping, Electronic Goods

I. INTRODUCTION

A market marketing mix is a combination of a number of variables and market decisions that a business uses to define a market and obtain the next level of basic information about market strategy, market strategy, and orientation to determine market needs. ... Competitive Challenges Fighting provides the perfect blend of marketable products that enable businesses to achieve their goals such as revenue, market share, ROI and more. The marketing mix of the market is divided into seven elements: product, price, location, advertising, process, people, and body elements.¹ A useful marketing principle is that the marketing mix is influenced by the marketing environment and changing environmental factors.

Traditionally, these characteristics of 4Ps are known: product, price, location, and advertising. The line itself is more complex, P V: added. Two test tables and one test table were recently added. They were originally developed for the role of this sector, but are equally important in other

areas. In the 1990s, when experts realized it was more of a business focus, another 4-C marketing strategy emerged. Connect almost directly with original 4PS versions: customer, cost, convenience and connectivity. Nonetheless, 7P has a proven track record and is fairly representative of the modern business world.



Source: <http://hrsuits.com/marketing-theories-the-marketing-mix-from-4-ps-to-7-ps/>³

Online Customer Behavior Process

With the development of Internet communications over the Internet, customers now browse online applications from

various brands. Quickly approach the buying and selling behavior of users and the main source of specialty sections, as well as brand building. This is a new way of the digital revolution, and just like in the image above, you can search for comments or edits as you search. Find out which brand or company is bringing them the most and meeting their expectations.

Here, the structure and design of a well-organized website are important factors in convincing customers to show interest in purchasing a product or service.

Step 1: The most useful online system is that it takes time to pre-purchase as it helps shoppers compare different options.

Step 2: During the shopping period, it seems that the most important things that help consumers choose a product or seller are quality, service, sales, and quality information.

Step 3: This becomes more important after online shopping. Consumers sometimes have problems or concerns about the product they want to exchange or pay for. This will increase the income and exchange services on this site.

Factors of online buying behavior

- The first step is to identify the factors that motivate customers to change the product or service. They fall into two categories: external factors and internal factors.
- Overseas transactions are outside the scope of the buyer. They can be divided into five sections: demographic, socio-economic, technological and social. Humanization; subculture? And spare parts
- Intrinsic factors are personalities or behaviors that include attitude, learning, perception, motivation, and self-esteem.
- Special features are related to consumer needs and include programs such as time, convenience, online shopping, prices, environment in which the purchase was made, product selection, etc.
- Cases related to non-functional cultures or social groups, such as a brand or a company's product.

Elementary process

- Customers using these three factors to filter shopping options and decide what to buy in stores. Use this knowledge to filter your buying options based on three factors;
- Health
- Confidentiality
- Trust and reliability Companies around the world have recognized its value.

II. REVIEW OF LITERATURE

A brief literature review of the problem in the preview will be very helpful for the study, as this review will help to understand the background of the problem and identify the research gap. This chapter provides a brief overview of past literature, reports, articles, journals, and unpublished and unpublished research works.

As far as the online store is concerned, the customer interface replaces the physical store environment, and it acts as an online echo queue, especially during transactions. Therefore if a website is aesthetically pleasing, customized and well maintained, consumers will have the restraint to invest in maintaining relationships with them in the online store and as a result the online retailer can be considered trustworthy (Koufaris and Sosa, 2004)

In online shopping, navigation time and effort are similar to physical exertion in locating items in traditional shopping. Important factors in site quality during online shopping are internet connection time, actual time and effort taken by the user to browse the retailer's website, and time taken to download information from the website (Gupta and Chatterjee, 1997)

The information processing literature certifies that information quality and quantity are the most important factors influencing decision quality (Miller, 1956 and Keller and Staelin, 1987). This is further confirmed by a study conducted by Fang et al.

In 2011, it was found that online shopping did not have significant effects on data quality and system quality satisfaction. That is, a successful e-commerce website should start with good content, and the information provided should be easy, accurate, complete, timely and relevant to the customer's purchasing decisions.

Online consumer reviews are known to have a significant impact on product purchasing intentions (Chatterjee, 2001). In a survey conducted by AC Nielsen (2007), more than 90 percent of respondents in the United States stated that their decision to purchase a product or service was largely influenced by their friend's recommendations. The survey also found that many consumers feel that online consumer reviews are as reliable as brand websites. Trust is a major psychological barrier to adopting electronic commerce. Previous studies (Cheung and Lee, 2006 and Pavlov, 2003) have demonstrated the importance of trust in online shopping. A trusted person can be trusted with the intent to take a risk and trust their views on a key assessment of trust.

Consumer intent is one of the most common behavioral factors that can result from their belief in Internet shopping (Boulding et al., 1993). This is further supported by McKnight and Cherwani (2002), who found that consumers are more likely to make purchases online when they have

more confidence and a higher level of trust in the Internet seller.

Shweta Sharma, Suganda Mittal - A Developing Nation Industrialization and Modernization. To develop this e-commerce and e-governance application, IT can be industrialized and modernized if applied extensively to enhance productivity and international competitiveness. An information based society or knowledge based society is an IT product, IT application on the whole of society and economy. Many countries in Asia have embraced e-commerce by opening up the economies needed to compete and expand international technologies. It is enough if 10 to 20 million users have a critical mass that can have an impact on this e-commerce and e-governance.

Shri. Rajiv Rastogi: If a developing country can apply IT extensively to develop industrialization and modernization, productivity and international competitiveness, to develop e-commerce and e-governance applications, it will thrive.

An information based society or knowledge based society is an IT product, community and IT application across the entire economy. Many countries in Asia will have to adopt e-commerce by opening up their economies, increasing the competition and penetration of internet technologies.

Chandigarh Inderjeet Sethi and AS Chawla (2014) Consumer behavior is largely influenced by social and cultural factors that are not controlled and managed by marketers. Consumer behavior plays an important role in this study and it helps to understand consumer behavior through intimate study and to formulate marketing strategies accordingly. The Indian telecom sector is one of the fastest growing sectors.

Research gap:

- After reviewing the past literature presented in this, various studies were conducted only to examine consumer behavior and the online shopping sector.
- The current study is designed to search consumer behavior on online shopping to understand demographic factors, socio-economic factors, and cultural factors.
- Therefore, this study is intended to satisfy the research gap by effectively researching all the major concepts identified by the researcher.

Scope of the Study:

The study focuses on the factors that contribute to the success of the Behaviour of Online Consumers of Electronic Goods in Hyderabad Metropolitan Region. The study also focuses on how the Online Market sector contributes to the Indian economy. The study was first conducted in Behaviour of Online Consumers of Electronic Goods in Hyderabad Metropolitan Region.

1. This study focuses on the Behaviour of Online Consumers of Electronic Goods in Hyderabad Metropolitan Region.
2. This study is limited to the 2014-19 financial years only.
3. This study is limited to the Behaviour of Online Consumers of Electronic Goods in Hyderabad Metropolitan Region

Objective of the study

The overall objectives of this study are the impact of e-commerce and online shopping in India and the transition from trend and most important issues websites, technology and offline to online, Hyderabad consumers online. The specific objectives of the study are as follows:

1. To present the demographic, Socio-economic, Cultural factors on online buying behavior of electronic goods.
2. To assess the Impact of promotional strategies which influence online consumer while purchasing electronic goods

Hypotheses of the study:

1. H₀: There is no significant association between factors and online consumers in terms of buying behavior of electronic goods.
2. H₀: A Promotions strategy does not affect consumers buying behavior of electronic goods.
3. H₀: Perceptions of trust in online shopping does not effect on consumers buying behavior of electronic good.

Sample design:

This study used the Comrey and lee (1992) non-probability compliance sampling procedure, which collects basic data to understand the behavior of selected 509 online customers from the Hyderabad metropolitan area by verifying the suitability of the model. The model approach used by Compliance is 200 = objective, 300 = good, 500 = very good. , 1000 or more = excellent, and according to Deville, the minimum sample size of the 509 specific plan is specified for the study in order to obtain high reliability.

Questionnaire design: A structured questionnaire on the research objective is prepared with 52 statements and directed to online responders. The qualitative opinions of the sample are measured on 5 points Likert scale represents 1. For strongly disagree, 2. For disagree, 3. For Neutral, 4. For agree, 5. For strongly agree.

III. RESULT ANALYSIS

0. Independent Samples Test

Table 1: Impact of Promotions strategies on online shopping

Levine's Test for Equality of Variances		t-test for Equality of Means							
	F	Sig.	t	Df	Sig. (2-tailed)	Mean Difference	Std. Error	95% Confidence Interval of the Difference	
							Difference	Lower	Upper
Equal variances assumed	1.147	.285	-1.070	507	.285	-.232	.217	-.659	.194
Equal variances not assumed			-1.076	503.8	.282	-.232	.216	-.657	.192

Source: computed from compiled data

ANOVA TABLE SHOWING THE COMPARISON BETWEEN AGE, OCCUPATION, EDUCATION AND INCOME AND IMPACT OF PROMOTIONS STRATEGIES OF ONLINE SHOPPING FOR ELECTRONIC GOODS:

Hypothesis:

- **H0:** Impact of promotion strategies of online shopping for electronic goods does not depend on Age, Occupation, Education and Income.

A. Age Classified

Table No – 2 Age* impact of marketing promotions on online shopping

Report			
Impact of Marketing Promotions on Online shopping of electronic goods			
Age Classified	Mean	N	Std. Deviation
Less than 23 years	19.62	226	2.515
24- 34 years	19.79	206	2.480
35 years and more	19.62	77	2.134
Total	19.69	509	2.444

Source: computed from compiled data

ANOVA Table-30					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	3.378	2	1.689	.282	.754
Within Groups	3015.718	506	5.960		
Total	3033.332	508	5.988		

Source: computed from compiled data

From the table it can be observed that the sig value 0.754 is greater than 0.05 with F is 0.282 at 5% level of significance with degree of freedom being 2 and 506. It means that Age does not affect the respondents' perceptions regarding impact of

promotions strategies of online shopping for electronic goods. All type of respondents is force with online shopping for electronic goods promotions.

B. Occupation

Table No – 4 Occupation* impact of marketing promotions on online shopping of electronicgoods

Report			
Impact of Marketing Promotions on Online shopping ofelectronic goods			
Occupation	Mean	N	Std. Deviation
Student	19. 71	208	2. 490
Professional	19. 81	124	2. 264
Business	19. 60	114	2. 419
Homemakers	19. 54	63	2. 705
Total	19. 69	509	2. 444

Source: computed from compiled data

ANOVA					
Table 5					
	Sum ofSquares	df	Mean Square	F	Sig.
Between Groups (Combined)	4. 398	3	1. 466	. 244	. 865
Within Groups	3028. 934	505	5. 998		
Total	3033. 332	508			

Source: computed from compiled data

From the above table we can infer that the sig value 0. 865 is greater than 0. 05 with F is 1. 297 at 5% level of significance with degree of freedom being 3 and 505. It means that occupation does not affect the respondents’ perceptions regarding impact of online marketing promotions on online shopping for electronic goods. All type of respondent whether it is business class and home makers, all are interested in promotional which schemes are available in online shopping for electronic goods.

a. Education

Table No – 6 Education* impact of marketing promotions on online shopping

Report			
Impact of Marketing Promotions on Online shopping of electronic goods			
Education	Mean	N	Std. Deviation
SSC/Inter/Graduate	19. 61	240	2. 499
Post Graduate	19. 77	132	2. 367
Professional	19. 74	137	2. 432
Total	19. 69	509	2. 444

Source: computed from compiled data

ANOVA Table 7					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups(Combined)	2.591	2	1.296	.216	.806
Within Groups	3030.741	506	5.990		
Total	3033.332	508			

Source: computed from compiled data

The table shows it can be indicated that the sig value 0.806 is greater than 0.05 with F is 0.216 at 5% level of significance with degree of freedom being 2 and 506. It means that education does not affect the respondents' perceptions regarding impact of online marketing promotions on online shopping for electronic goods every one of them whether high levels of education or normal one are influenced by promotions of online shopping for electronic goods.

Income Recorded

Table No – 8 Income*impact of marketing promotions on online shopping of electronic goods

Report			
Impact of Marketing Promotions on Online shopping of electronic goods			
Income Recorded	Mean	N	Std. Deviation
Rs. 10000 and less	19.57	234	2.562
Rs. 10001 to 20000	20.01	128	2.353
Rs. 20001 and more	19.60	147	2.316
Total	19.69	509	2.444

Source: computed from compiled data

ANOVA Table 9					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	17.614	2	8.807	1.478	.229
Within Groups	3015.718	506	5.960		
Total	3033.332	508			

Source: computed from compiled data

From the above table it can be seen that the sig value 0.229 is greater than 0.05 with F is 1.478 at 5% level of significance with degree of freedom being 2 and 506. It means that income recorded does not affect the respondents' perceptions regarding impact of promotions strategies on online shopping for electronic goods. Promotional efforts like combo packs; discounts also attract the higher income people. Moreover in the table the respondents earning Rs. 10000 rupees are also keen to do online shopping for electronic goods if there is availability of promotional schemes on the products.

Table -10 Statistics													
(objectives are given below according to no. wise)													
	1	2	3	4	5	6	7	8	9	10	11	12	13
Valid	509	509	509	509	509	509	509	509	509	509	509	509	509
Mean	83%	76%	75%	76%	76%	76%	74%	72%	75%	75%	74%	75%	74%
Std. Deviation	818	903	910	912	943	957	956	970	962	945	969	928	976

Source: computed from compiled data

Marketing promotions drive my desire to shop.

1. Pop ups blogs providing information attracts me for online shopping forelectronic goods.
2. Found overall E-shopping websites provides 100% guaranteed satisfaction.
3. believe it is easy to navigate through these shopping web site
4. Usually get e-mails and e-leaflets which create excitement and curiosity for buying goods through online shopping for electronic goods.
5. Find it is easy to use these online sites to find what want.
6. Prefer to register through the promotional blogs shown in my mail.
7. Receive promotional offers into my e-mail.
8. E- brochures and e-catalogues in my mail creates excitement for onlineshopping for electronic goods
9. Cash back offers on credit card/debit card usage is provided through e-shopping
10. Online shopping for electronic goods sites provides delivery guarantees
11. E-shopping web sites provides new trend and fashion information
12. The shopping websites are customized to my needs.

To resolve above hypothesis, t- tests were run and the results set out inTable No's.

Table No-11

Group Statistics					
Gender		N	Mean	Std. Deviation	Std. Error Mean
Online shopping forelectronic goods Environment	Male	292	49.26	5.477	.321
	Female	217	48.67	5.338	.362

Source: computed from compiled data

t-value that emerged from the test is 1.219 which is greater than 1.96 (p-value: 0.223). These values show online shopping for electronic goods environment are vary by gender. Hence null hypothesis is rejected and alternative hypothesis is accepted with respect to online shopping for electronic goods environment.

Table No – 12 Online shopping of electronic goods Environment

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	sig	t	Df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of theDifference	
								Lower	Upper
Equal variancesassumed	.073	.787	1.219	507	.223	.592	.486	-.362	1.546
Equal variances not assumed			1.224	471.850	.222	.592	.484	-.359	1.543

Source: computed from compiled data

ANOVA TABLE SHOWING THE COMPARISON BETWEEN OCCUPATION, EDUCATION AND INCOME AND ONLINE SHOPPING FOR ELECTRONIC GOODS:

A. Hypothesis:

- **HO:** Impact of promotions strategies has negative effect to shop online onoccupation, education, and income.

1. ANOVA table showing the comparison between the online shopping forelectronic goods and Occupation

A. Occupation

Table No – 13 Occupation* online shopping for electronic goods

Report			
Online shopping of electronic goods			
Occupation	Mean	N	Std. Deviation
Student	49.39	208	5.495
Professional	48.46	124	5.688
Business	49.07	114	5.179
Homemakers	48.71	63	5.069
Total	49.01	509	5.421

Source: computed from compiled data

ANOVA Table 14					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	73.418	3	24.473	.832	.477
Within Groups	14854.551	505	29.415		
Total	3033.332	508			

From the above analysis, HO-Accepted H1-Rejected—

Source: computed from compiled data

From the table it can be observed that the sig value 0.477 is greater than 0.05 with F is 0.832 at 5% level of significance with degree of freedom being 3 and 505. It means that occupation does not affect the respondents' perceptions regarding impact of online marketing promotions on occupation. All type of respondents is force with online shopping for electronic goods promotions.

B. Education

Table No – 15 Education* Online shopping for electronic goods Environment

Report			
Online shopping of electronic goods Environment			
Education	Mean	N	Std. Deviation
SSC/Inter/Graduate	49.01	240	5.553
Post Graduate	48.67	132	5.151
Professional	49.33	137	5.459
Total	49.01	509	5.421

Source: computed from compiled data

ANOVA Table 16					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	29.454	2	14.727	.500	.607
Within Groups	14898.515	506	29.444		
Total	14927.969	508			

From the above analysis, -HO-Accepted H1-Rejected—

Source: computed from compiled data

From the table it can be observed that the sig value 0. 607 is greater than 0. 05 with F is 0. 500 at 5% level of significance with degree of freedom being 2and 506.It means that education does not affect the respondents’ perceptions regarding impact of online marketing promotions on education. All type of respondents is force with online shopping for electronic goods promotions.

C. Income

Table No – 17 Income* Online shopping for electronic goods Environment

Report			
Online shopping of electronic goods Environment			
Income Recoded	Mean	N	Std. Deviation
Rs. 10000 and less	49. 37	234	5. 574
Rs. 10001 to 20000	48. 67	128	5. 414
Rs. 20001 and more	48. 73	147	5. 174
Total	49. 01	509	5. 421

Source: computed from compiled data

ANOVA Table 18					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	56. 241	2	28. 121	. 957	. 385
Within Groups	14871. 728	506	29. 391		
Total	14927. 969	508			
From the above analysis,-HO-Accepted H1-Rejected—					

Source: computed from compiled data

From the table it can be observed that the sig value 0. 385 is greater than 0. 05 with F is 0. 957 at 5% level of significance with degree of freedom being 2and 506.It means that income recoded does not affect the respondents’ perceptions regarding impact of online marketing promotions on income recoded. All type of respondents is force with online shopping for electronic goods promotions.

D. Age

Table No – 19 Age *Online shopping for electronic goods Environment

Report			
Online shopping of electronic goods Environment			
Age Classified	Mean	N	Std. Deviation
Less than 23 years	49. 27	226	5. 689
24- 34 years	49. 17	206	5. 395
35 years and more	47. 83	77	4. 520
Total	49. 01	509	5. 421

Source: computed from compiled data

ANOVA Table19					
	Sum ofSquares	df	Mean Square	F	Sig.
Between Groups (Combined)	126. 704	2	63. 352	2. 166	. 116
Within Groups	14801. 264	506	29. 252		
Total	14927. 969	508			

-HO-Accepted H1-Rejected—

Source: computed from compiled data

From the table it can be observed that the sig value 0. 116 is greater than 0. 05 with F is 2. 166 at 5% level of significance with degree of freedom being 2and 506.It means that age does not affect the respondents’ perceptions regarding impact ofonline marketing promotions on age. All type of respondents is force with online shopping for electronic goods promotions.

Table No – 20

Statistics					
	Excited by the promotions for online shopping forelectronic goods.	Always look for promotions.	Also recommend promoted products to my contacts.	Always happywith the promotions foronline shopping for electronic goods.	Online shopping for electronic goods made my life easy.
Valid	509	509	509	509	509
Mean	83%	76%	76%	75%	74%
Std. Deviation	. 758	. 800	. 936	. 931	1. 030

Source: computed from compiled data

- **HO:** E-shopping sites do attract and retain consumers in online shopping forelectronic goods which effect on gender and marital status.

. To resolve above hypothesis, t- tests were run and the results set out in TableNo’s.

Table No – 21 Ease of use of websites

Group Statistics				
Gender	N	Mean	Std. Deviation	Std. Error Mean
Male	292	19. 37	2. 276	. 133
Female	217	18. 77	2. 600	. 177

Source: computed from compiled data

t-value that emerged from the test is 2. 768 which is greater than 1.96 (p-value: 0. 06). These values shows that ease of use of websites online shopping for electronic goods are vary by gender. Hence null hypothesis is rejected and alternative hypothesis is accepted with respect to ease of use of websites.

Table 22 Ease of use of websites

	Levene's Testfor Equality of Variances		t-test for Equality of Means						
	F	sig	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of theDifference	
								Lower	Upper
Equal variances assumed	1. 963	. 162	2. 768	507	. 006	. 600	. 217	. 174	1. 026
Equal variances not assumed			2. 714	428. 862	. 007	. 600	. 221	. 166	1. 035

Source: computed from compiled data

Table No – 23

Group Statistics				
Marital Status	N	Mean	Std. Deviation	Std. Error Mean
Single	274	19.24	2.466	.149
Married	235	18.96	2.395	.156

Source: computed from compiled data

t-value that emerged from the test is 1.307 which is greater than 1.96 (p-value: 0.192). These values shows that ease of use of websites online shopping for electronic goods are vary by marital status. Hence null hypothesis is rejected and alternative hypothesis is accepted with respect to ease of use of websites.

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	1.243	.265	1.307	507	.192	.283	.216	-.142	.708
Equal variances not assumed			1.310	499.220	.191	.283	.216	-.141	.707

Source: computed from compiled data

ANOVA TABLE SHOWING THE COMPARISON BETWEEN AGE, OCCUPATION, EDUCATION AND INCOME AND E-SHOPPING WEBSITES:

A. Hypothesis:

- **HO:** E-shopping sites do attract and retain consumers in online shopping for electronic goods which effect on age, occupation, education and income.

1. ANOVA Table showing the comparison between the Ease of use of websites and Age

A. Age

Table No – 24 Age*impact of marketing promotions on online shopping

Report			
Ease of use of websites			
Age Classified	Mean	N	Std. Deviation
Less than 23 years	19.35	226	2.464
24- 34 years	19.03	206	2.411
35 years and more	18.64	77	2.361
Total	19.11	509	2.436

Source: computed from compiled data

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	32.066	2	16.033	2.721	.067
Within Groups	2981.325	506	5.892		
Total	3013.391	508			

Source: computed from compiled data

From the table it can be observed that the sig value 0.067 is greater than 0.05 with F is 2.721 at 5% level of significance with degree of freedom being 2 and 506. It means that age does not affect the respondents' perception regarding ease of use of websites on online shopping for electronic goods. All type of respondents is forcewith ease of use of websites.

B. Occupation

Table No – 25 Occupation* impact of marketing promotions on online shopping

Report			
Ease of use of websites			
Occupation	Mean	N	Std. Deviation
Student	19.47	208	2.387
Professional	18.47	124	2.615
Business	19.14	114	2.039
Homemakers	19.16	63	2.677
Total	19.11	509	2.436

Source: computed from compiled data

ANOVA Table 25					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	78.526	3	26.175	4.504	.004
Within Groups	2934.865	505	5.812		
Total	3013.391	508			

Source: computed from compiled data

From the table it can be observed that the sig value 0.004 is less than 0.05 with F is 4.504 at 5% level of significance with degree of freedom being 3 and 505. It means that occupations affect the respondents' awareness regarding ease of use of websites on online shopping for electronic goods. All type of respondents is forcewith ease of use of websites

C. Education

Table No – 26 Education* impact of marketing promotions on online shopping

Report			
Ease of use of websites			
Education	Mean	N	Std. Deviation
SSC/Inter/Graduate	19.13	240	2.629
Post Graduate	19.06	132	2.220
Professional	19.15	137	2.293
Total	19.11	509	2.436

Source: computed from compiled data

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	.546	2	.273	.046	.955
Within Groups	3012.845	506	5.954		
Total	3013.391	508			

Source: computed from compiled data

From the table it can be observed that the sig value 0.955 is greater than 0.05 with F is 0.046 at 5% level of significance with degree of freedom being 2 and 506. It means that education does not affect the respondents' perception regarding ease of use of websites on online shopping for electronic goods. All type of respondents is force with ease of use of websites.

D. Income

Table No – 27 Income *impact of marketing promotions on online shopping

Report				
Ease of use of websites				
Income Recoded	Mean	N	Std. Deviation	
Rs. 10000 and less	19.34	234	2.583	
Rs. 10001 to 20000	18.92	128	2.406	
Rs. 20001 and more	18.92	147	2.191	
Total	19.11	509	2.436	

Source: computed from compiled data

ANOVA Table					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups (Combined)	22.502	2	11.251	1.903	.150
Within Groups	2990.889	506	5.911		
Total	3013.391	508			

Source: computed from compiled data

From the table it can be observed that the sig value 0.150 is greater than 0.05 with F is 1.903 at 5% level of significance with degree of freedom being 2 and 506. It means that education does not affect the respondents' perception regarding ease of use of websites on online shopping for electronic goods. All type of respondents is force with ease of use of websites.

From the above table we observe that weighted average score for Excited by promotions is 4.15 and promotions on decision making is most highest 4.25 then accessing websites are uncomplicated one. The customized to my desire are the least with 3.58 and websites provide new trends and fashion in online shopping with weighted average of 3.68.

IV. CONCLUSION

This concludes the product marketing mix, price, location, and promotion team, and then the internet marketing mix is all product, price, location, promotion, process, people and 7p body elements. Mix promotion types and combination promotions, link online promotions and other types of online promotions. Every combination of consumer strategies and buying habits shares an incredible amount of marketing with the consumer. The study found that most of the Indian consumers are price sensitive, they like to buy

the products if there is availability of offers and discounts available on the items and recommended but companies has to inform through proper way so they get good response. Online shopping schemes and offers for a moment good and sometime they are miserable to customer it should not be happen. It can be concluded from this that refunds have a positive effect on the purchase of electronic products. Companies will have to offer refunds for many products in order to attract their customers. E-commerce websites are not bendable they strict to their price and no bargaining available, no try and buy facilities. For all such issues companies has to change their terms and policy. E-commerce websites are flexible to use while shopping through internet but should not rigid with the procedure which the companies follows for online shopping.

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