A STUDY ON THE PROBLEM FACED BY THE CUSTOMER THROUGH E-MARKETING IN COIMBATORE CITY

[1]M DHANABHAKYAM & [2]SWAPNA KURIAN

[1]Assistant Professor, School of Commerce, Bharathiar University, Coimbatore, India

[2]PhD Scholar, School of Commerce, Bharathiar University, Coimbatore, India

ABSTRACT

Now a day's everybody are using internet for the personal and formal use. The internet is using for the marketing activities also. The marketing job is very difficult and the e-marketing is helps to reduce the burden and increase the publicity. Now a day the marketing is very easy to be done. Email marketing is directly marketing a commercial message to a group of people using email. In its broadest sense, every email sent to a potential or current customer could be considered email marketing. It usually involves using email to send ads, request business, or solicit sales or donations, and is meant to build loyalty, trust, or brand awareness .They have bear too much problems in e-marketing like fake mails, unwanted site and reliability etc. From this background, the research is adopted to find out the main problems faced by the jobseekers through e-marketing and to study about the sources of the reliability of e-marketing sites. The researcher has been selected 100 respondents from in and around Coimbatore City by convenience sampling method. The Percentage Analysis, Ranking Method, Mean and chi-square statistical methods are used for the study.

KEYWORDS: E-Marketing, Internet Marketing, Human Decision Process

INTRODUCTION

E-Marketing means using digital technologies to help sell your goods or services. These technologies are a valuable complement to traditional marketing methods whatever the size of your company or your business model. The basics of marketing remain the same – creating a strategy to deliver the right messages to the right people. What has changed is the number of options you have. Though businesses will continue to make use of traditional marketing methods, such as advertising, direct mail and PR, e-marketing adds a whole new element to the marketing mix. Many businesses are producing great results with e-marketing and its flexible and cost-effective nature makes it particularly suitable for small businesses.

OBJECTIVES

1. To find out the main problems faced by the jobseekers through e-recruitment
2. To study about the reliability sources of job sites

METHODOLOGY

Coimbatore city has been selected for the study. The primary data was collected through questionnaire by using convenience sampling method. The Statistical tools such as percentage analysis, weighted average rank analysis and mean are used for the study.

- Mean
- Rank
- Percentage analysis

- Chi-square

HYPOTHESIS

There is no significant relationship between the numerous number of job sites and reliability of jobsites

7 Cs of E-Marketing

- Contract
- Content
- Construction
- Community
- Concentration
- Commerce
- Convergence

Status of E-Marketing in India

Although, India has come out of infancy stage of e-marketing and progressing rapidly but still it is far behind the developed countries like U.S.A, Canada and U.K. There are several factors which have impacts on status of e-marketing in India. Majority of the Indian population resides in villages where the literacy level is low and the infrastructure required for e-marketing is inadequate.

The instances of cyber crimes are growing at increasing rate in the field of e-marketing. In the absense of adequate legal protection, people hesitate to indulge in online marketing. The cultural scenario of India is entirely different from those countries where e-marketing has become common practice.

India is multi lingual and multi cultural country. Around two dozen languages are spoken in India. The multi lingual characteristic of India hinders the growth of e-marketing. High initial investment in setting of infrastructures of e-marketing also counts towards the progress of e-marketing.

But now position is being changing the prime use of E-Marketing channels in 2010 was customer acquisition. For majority of Indian marketers this platform proved its effectiveness (97%) and a substantial number of marketers are using this platform for daily communications (34%) with their audiences.

Overall the use of E-Marketing platform in 2010 was focused on sending promotional communications (62%) and newsletters (52%)

In email marketing, the main challenges faced by marketers in India are 'Reaching Inbox' & 'Building Subscriber Lists'. As reported by Indian marketers, the top 3 factors impacting email deliverability were: Frequency, content of mailer and sender reputation.
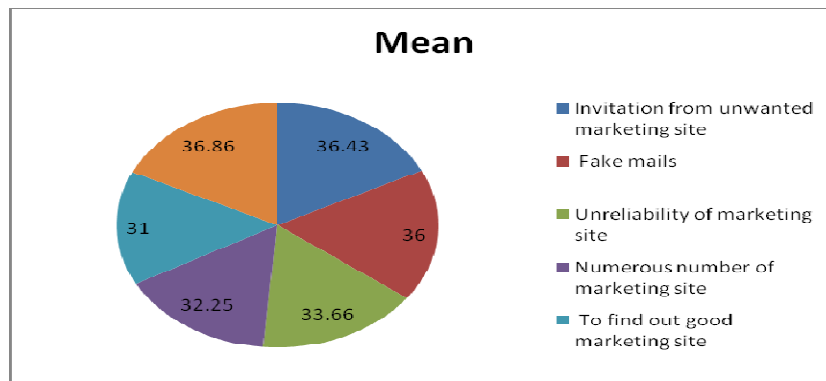
In order to decrease inbox clutter, marketers are now focusing on 'Personalization' and 'Targeting' of their mailers. Overall the responsibility of email delivery is fairly distributed between IT team (22%), Marketing group (22%), partnership between IT group and marketing team (26%) and ESPs (19%). There is no single group ownership as yet.

According to marketers in India, the integration of email and SMS will result in a significant increase in the return on campaign investments. About 82% of marketers believe that there is indeed a synergy in integrated service offering to customers. For 78% of marketers, across different verticals, It is important to integrate their email marketing and social media tools in marketing campaigns while 52% of the top marketers said that it is extremely important to integrate email marketing and social media.

Table 1: Problem Faced by the Respondents

SL. No	Factor	Mean	Rank
1	Invitation from unwanted marketing site	36.43	2
2	Fake mails	36.00	3
3	Unreliability of marketing site	33.66	3
4	Numerous number of marketing site	32.25	4
5	To find out good marketing site	31.00	5
6	Payment, Quality and delivery	36.86	1

Table 1 reveals that the prime and important problem faced by the respondents is getting payment, Quality and delivery of the goods. The Invitation from unwanted site, fake mails and Unreliability of site are the second, third and fourth problems respectively. The respondents are faced numerous numbers of marketing sites and to find out good marketing -sites are the fifth and sixth problem.

Chart: 1 Problem Faced by the Respondents

Table: 2 Reliability Sources of E-Marketing Sites

Sl. No	Factor	Mean	Rank
1	Recommendation	38	1
2	No. of Visitors Visited in the Jobsites	32	3
3	Mouth Popularity	30	4
4	Advertisement	36.43	2

Table 2 reveals that the recommendations from others are main and prime criteria for the reliability of jobsites. The second, third and fourth position is advertisement and No. of visitors visited in the jobsites and popularity respectively.

Table: 3 HO: There is no Significant Relationship between Numerous Numbers of Jobsites and of Reliability Sources of Jobsites

Particular	Category	Calculated X^2 Value	Table value	DF	Status
Reliability sources of Jobsites	Unreliability of Jobsites.	7.40	9.48	3	Accepted

From the table there is no significant relationship between reliability of jobsites and numerous numbers of jobsites

SUGGESTIONS

1. To create a new forum for all e-marketing sites and built strict rules and regulation for the creation of new sites.

2. The authority must take necessary step to reduce and control the unwanted and fack mails   to get to the respondents.

CONCLUSIONS

From the study concluded that the e-marketing is very easy and somewhat complicated one. Every one couldn't be accepted it. Most of the respondents don't have reliability in e-marketing and they had fear about the delivery, quality and payment modes etc. The respondents are very watchfulness in defeat activity. The authority should take the necessary steps to reduce the fraud activities in the society.

BIBLIOGRAPHY

1. S.P Gupta: Statistical Methods, Sultan Chand & Sons, Educational Publishers, New Delhi. PP- 921.

2. Ajzen I. (1991).The theory of planned behavior Organizational Behavior and Human Decision Processes, 50(2), 179–211.Alba, J. W., & Hutchinson, J. W. (1987) Dimensions of consumer expertise. Journal of Consumer Research, 13(4), 411–454

3. Baker, M. (ed.) (1999) The Marketing Book. Oxford, UK: Butterworth-Heinemann.

4. Chapter 1, One More Time – What Is Marketing, by Michael Baker, reviews the meaning of marketing and marketing myopia. Chapter 30, The Internet: The Direct Route to Growth and Development, by Jim

5. Hammill and Sean Ennis, reviews the impact of the Internet on different sizes and types of company.

6. Brassington, F. and Petitt, S. (2000) *Principles of Marketing* (2nd edn). Harlow, UK: Pearson Education.

7. Chapter 1, Marketing Dynamics, describes the marketing concept and the move from product orientation to marketing orientation.

8. Dibb, S., Simkin, S., Pride, W. and Ferrel, O. (2001) Marketing. Concepts and strategies (4rd European edn). New York: Houghton Mifflin.