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Perceptions of the Customer's on Electronic Mode Marketing

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ABSTRACT

The concept of selling retail goods using electronic media in particular the internet is called as e-tailing. Retailing over the internet is a Business to customer business model that executes a transaction between businessman and the final consumer. The research tries to identify the influencers of consumers' perception towards e-tailing in Chennai. Sample size was 100 in all obtained through purpose sampling technique. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.86 and 0.94. Path analysis was used for data analysis. The path analysis found that there is influence of website image and website involvement on consumer perception towards e-tailing. It is also discovered that there is influence of website image and consumer perception on repurchase intention towards e-tailing. Hence, it is concluded that principles can play a serious position in the configuration, website image and preservation of long-standing relationships with e-tailing consumers. In order to effectively work a profitable website from a moral viewpoint, online retailers require understanding how consumers' moral perceptions are shaped.

Keywords: Creating Image, Technology Application, Consumer Perception, Repurchase Intention on E-Marketing.

INTRODUCTION

The concept of selling of retail goods using electronic media in particular the internet is called as e-tailing. Retailing over the internet is a Business to customer business model that

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executes a transaction between businessman and the final consumer. Online retail sales are called electronic retailing or e-tailing and those who conduct retail businesses are called e-tailors. E-tailing makes it easier for a manufacturer to sell directly to the customers cutting out the intermediaries. The fastest growth is witnesses in the third category and is expected to be continued in the coming decades. In this context it becomes imperative to study the e-retailing space specifically from the point of view of consumers and their preferences over traditional retailing. This study tries to study the consumer perception of e-retailing. The research tries to identify the influence of website image and website involvement on consumer perception towards e-tailing in Chennai.

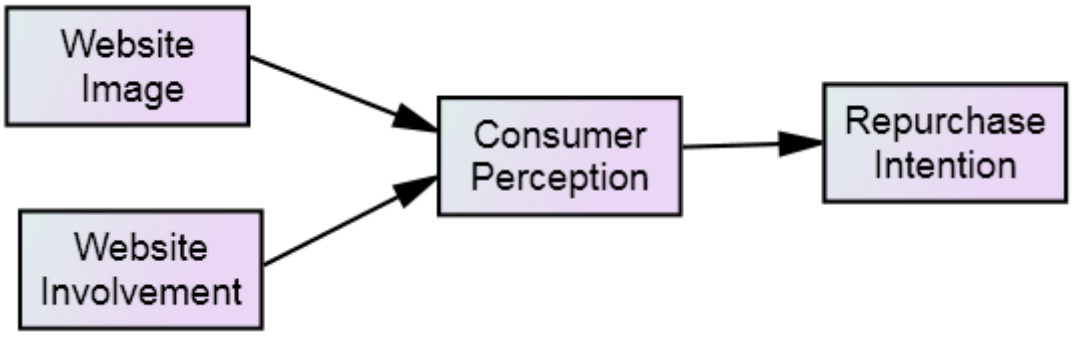
RESEARCH METHODOLOGY

Research Design

To attain enhanced respond to the research issue, a correct research design is to be enclosed (Cooper & Schindler 2001; Davis & Cosenza 1988). Descriptive research design has been assumed for the current study. It is planned to obtain the descriptive information and offered information and formulation of extra complicated studies.

Framework of the Study

This framework of the study is unique in introducing the independent variables such as website image and website involvement. The variable consumer perception was considered as mediator variable. Repurchase intention was considered as an outcome variable.



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Figure 1: Conceptual Framework

Objective of the Study

- To study the influence of website image and website involvement on consumer perception towards e-marketing in Chennai.
- To study the influence of consumer perception on repurchases intention towards e-marketing in Chennai.

Hypotheses of the Study

- There is no influence of website image and website involvement on consumer perception towards e-marketing in Chennai.
- There is no influence of consumer perception on repurchase intention towards e-marketing in Chennai.

Sampling Technique

Purposive sampling technique was adopted for the study. There is only a less effort needed to collect the data, Srivastava (2008). Actually no pre plan of executing is there.

Questionnaire Construction

Standard tools were used for primary data collection. Five point scales (website image, website involvement, consumer perception and repurchase intention) has been used in the survey instrument.

Data Collection

The sample size of the study is 100 in all. The study was conducted through survey questionnaire in Chennai, Tamil Nadu.

Reliability

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For all the items in the questionnaire design the alpha was 0.86 to 96. This indicates high reliability of the items in the questionnaire. With these results the consistency, dependability and adoptability are confirmed.

Statistical Tool Used

Path analysis was adopted in this study. It is used to know the correlation and regression of independent variables with respect to consumer perception. Likewise the independent variables were website image and website involvement. The variable consumer perception was considered as mediator variable. Repurchase intention was considered as an outcome variable.

ANALYSIS AND INTERPRETATION

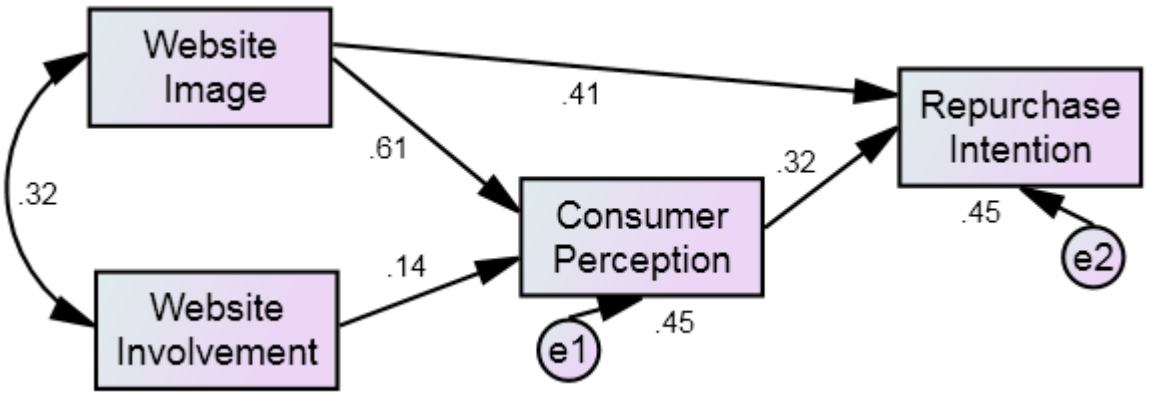


Figure 2: Path analysis Influence of website image and website involvement on consumer perception towards e-tailing

Table 1: shows Model Fit Indication

Indicators	Observed Values	Recommended Values (Premapriya, et al. 2016)
Chi-Square	3.398	---
p	0.065	Greater than 0.050
GFI	0.973	Greater than 0.90

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AGFI	0.907	Greater than 0.90
CFI	0.967	Greater than 0.90
NFI	0.957	Greater than 0.90
RMR	0.044	Less than 0.080
RMSEA	0.001	Less than 0.080

Source: Primary data

The table found that the chi-square score was 3.398. The p value was bigger than five percent level. The calculated CFI and NFI values were bigger than 0.90 and also recommended by many business experts. The GFI and AGFI values were bigger than 0.90 and also recommended by marketing professionals. (2019). It was found that RMR and RMSEA values were less than 0.08. The above model fit displays indicate that it was absolutely fit recommended by Technical experts.

Table 2: Regression Weights

DV		IV	Estimate	S.E.	C.R.	Beta	p
Consumer Perception	<---	Website Image	0.380	0.064	5.942	0.607	0.001
Consumer Perception	<---	Website Involvement	0.131	0.092	2.418	0.145	0.046
Repurchase Intention	<---	Consumer Perception	0.495	0.195	2.540	0.324	0.011
Repurchase Intention	<---	Website Image	0.393	0.122	3.221	0.411	0.001

Source: Primary data

H_0: Website image do not influence by consumer perception.

Through the path analysis, regression weight as the value of CR was 5.942. The Beta value was 0.607 which indicates that 60.7 percent of influence was through website image towards consumer perception. The p value was 0.01; here the p value was less than 1% and the hypothesis was rejected; hence, it can be concluded that the website image positively influences consumer perception towards e-tailing in Chennai.

H_0: Website involvement do not influence by consumer perception.

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Through the path analysis, regression weight as the value of CR was 2.418. The Beta value was 0.145 which indicates that 14.5 percent of influence was through website involvement towards consumer perception. The p value was 0.01; here the p value was less than 1% and the hypothesis was rejected; hence, it can be concluded that the website involvement positively influences consumer perception towards e-tailing in Chennai.

H_0: Website image do not influence by repurchase intention.

Through the path analysis, regression weight as the value of CR was 3.221. The Beta value was 0.411 which indicates that 41.1 percent of influence was through website image towards repurchase intention. The p value was 0.01; here the p value was less than 1% and the hypothesis was rejected; hence, it can be concluded that the website image positively influences repurchase intention towards e-tailing in Chennai.

H_0: Consumer perceptions do not influence by repurchases intention.

Through the path analysis, regression weight as the value of CR was 2.540. The Beta value was 0.324 which indicates that 32.4 percent of influence was through consumer perception towards repurchase intention. The p value was 0.01; here the p value was less than 1% and the hypothesis was rejected; hence, it can be concluded that the consumer perception positively influences repurchase intention towards e-tailing in Chennai.

FINDINGS

- The path analysis found that there is influence of website image and website involvement on consumer perception towards e-tailing in Chennai.
- It is also discovered that there is influence of website image and consumer perception on repurchase intention towards e-tailing in Chennai.

RECOMMENDATIONS

- It is recommended that principles can play a serious position in the configuration, website image and preservation of long-standing relationships with e-tailing

consumers. In order to effectively work a profitable website from a moral viewpoint, online retailers require understanding how consumers' moral perceptions are shaped.

- The website is honest and open and the information specified for managing the transaction is truthful for the online buyer which is expected when website involvement has positive effect. The customer trust about website involvement should be increased by e-tailor of the website.

CONCLUSION

The research tries to identify the influencers of consumers' perception towards e-tailing in Chennai. Sample size was 100 in all obtained through purpose sampling technique. Researcher designed questionnaire is with 5 point scale in the continuum of agreeing. Reliability of this tool is 0.86 and 0.94. Path analysis was used for data analysis. The path analysis found that there is influence of website image and website involvement on consumer perception towards e-tailing. It is also discovered that there is influence of website image and consumer perception on repurchase intention towards e-tailing. Hence, it is concluded that principles can play a serious position in the configuration, website image and preservation of long-standing relationships with e-tailing consumers. In order to effectively work a profitable website from a moral viewpoint, online retailers require understanding how consumers' moral perceptions are shaped.

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