A STUDY OF THE IMPACT OF ELECTRONIC MARKETING ON CONSUMER'S PURCHASING BEHAVIOR

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Dedicated

To

My Parents

Declaration

I, the undersigned would like to declare that this paper is solely presented for the dissertation works titled as "A Study of The Impact of Electronic Marketing on Consumer's Purchasing Behavior". I humbly request my honorable supervisor to accept this dissertation work which is the partial fulfillment of the requirement for the degree of "Masters in Procurement and Supply Management (MPSM)".

I declare that the work done in this dissertation is unique. I am benefited by the work as I have obtained the knowledge and skill on Electronic Marketing impact on consumer's purchasing behavior. I limited my study in into the secondary data which is collected from the website of different organization.

_____

Md. Rashed Nizam

Certificate of Originality by the Supervisor

The dissertation entitled " A Study of The Impact of Electronic Marketing on Consumer's Purchasing Behavior" has been prepared by Md. Rashed Nizam,(ID No.15282003), BRAC Institute of Governance and Development (BIGD), BRAC University and submitted as partial fulfillment of the requirements for Masters in Procurement and Supply Management under my guidance and supervision. The report may be accepted for evaluation.

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Acknowledgement

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Chapter-1

1.Introduction

1.1 Background of the Research:

Being available internet connection, cellular mobile, and available communication chain in Bangladesh, the electrical business advertisement are being popular. In society environment, E-media have given new chance to peoples to attach with internet. Customers use E-media, such as produces content, online societies and the communication with other peoples. Few years back this change and improvement has been attractive. The survey report proves how E-media makes easy social communication of peoples, trying to improve belief and attraction to get. With attraction for getting the outputs also finds this belief has important effect. The findings study explains the situation of the social marketing in Bangladesh and how it effects the buying attraction of the customer.

The study report gives to place with comparison to the use of e-media for taking decision, effect of the e-media on people's attraction, after buying character and the Customer's system of processing decision and makes study equipments to target the intended matters. Sequential analysis of data and collection, helps target related finishing in the era of E-Media. Now a days earth be based on the media. It's difficult for the peoples to pass their time without the media for E-Media has changed the business and the souls of the peoples, as they can find through the media information at anytime they want ,anywhere they want. Some experts have improved theories and models to describe the Customer's Process for taking decision; at this moment we should find Customer character very openly in the aspect of E-media.

There are three models for doing this research in the area of E-media and social environment for the character of customer's behavior.

1. Customer Loyalty

2. Internet Contribution

3. Customer Purchasing Method

1.2 Barrier Explanation

The difficulties of the studies be to identify which time there be any effect of the E-marketing for changing the behavior of the customer aspect to buying. The study will find the changing point of the people's buying characteristics by examining the data which is found from the secondary source of various institutions. The study will identify the social marketing equipment which affects the buying characteristics of the people.

1.3 Linkage of the Study

The aim of this study be to examine the affect of the social media business on changing the customer buying characteristics in the garments industrialization. Public satisfaction and the consumer's loyalty be the original tools for attracting the public. The garments industrialization be the goods-oriented business where attracting the maximum people be the most important matter and for this , the garments business tries to attract the current or running consumers and this is also right for any type business criteria. This industrialization tries to continue the social e-marketing to give the latest information to the public at the real time for changing the buying characteristics of the general public. This study will explore whenever this instruments will be used for proper advertising. Here, the study will use the secondary data for finding their goal of the electronic business to invent the affect on changing the public buying characteristics.

1.4 Objectives of the Study

The purpose of this study will be to look into the affect of electronic business on changing the people's buying characteristics of various institutions. For this purpose, the study will have to complete the below following aims:

- ➢ To find out the technique of electronic media advertising.
- ➢ To find out the technique for improving the electronic media advertising on changing the public buying characteristics.
- ➢ To identify the tools which change the people's buying characteristics.
- ➢ To know the affect of the electronic business on changing the public buying behavior.

1.5 Research questions:

The study will give the answers of the following questionnaires to complete this research:

- ➢ What be the equipment of the electronic media business?
- ➢ Have any effect of the electronic business on the consumer buying behavior?
- ➢ What be the issues that changes the people's buying characteristics?
- ➢ How electronic business can be developed to change the consumer buying characteristics.

The continuous use of E-business in Bangladesh gives a improving scenery for the online customers. This study aims with respect to the role of e-media marketing for taking the decision, effect of the e-communication on people's Behavior, Post buying characteristics, the Process of the people's for decision making and intrenet contribution to the loyalty, because if E-business want to grow in the real time Domain, they should be alarmed about the issues affecting the bangladeshi internet purchaser, their intention to attracting of online, types of characteristics when they feels online and the relationship

between these purchasers, then they can make their E-business strategies to change people's into smart.

1.6. Scope of the Study

Mainly it focuses the behavior of public in the using of internet for the purposes of shopping. It will help the businessman or suppliers or sellers to understand the psychology of the customer about their e-marketing willingness. This proves how the people decide to buy their product by searching the internet for their daily life without moving the market physically. The Businessman can take the decision and make their policy from the behavior of the customer from the online related searching. The business organization set up their long term business strategy from the online research which is found from the internet easily.

1.7. Structure of the Thesis

The research mainly focuses the study of the decision of the purchaser for their daily routine life by using the internet. Now a day's most of the people uses internet through mobile, laptop, computer etc. The business man uses the various types of site for advertising their product. From this site the customer take decision for purchasing their requirement by using internet. This is done by using so many research during the time of doing this research.

At the earlier of this research it easily defines the proper definition of the electronic marketing how the people uses their internet to find out the products. People can take their purchasing decision from this different types of online portal which is called business portal. This is known as the preface of this paper. This identifies the details of e-marketing, people's behavior of purchasing, contribution of internet, contribution of brand, different types of business model for marketing etc. This chapter discuss the importance of study, details of research requirement, research policy, objectives and limitation of this research which is mainly related with the online.

Then it identifies the details of literature review by using the different types of journal which are related of e-marketing for taking the decision of the customer of purchasing behavior. Different types of online model, e-procurement portal website, business site, different types of website of the organization etc are the main equipment for this research. Different types of customer are available in the society. All types of customer are not available with the flexibility of the website. Some people who are remote from the internet connectivity they are unable to use the online method for the purchasing decision. Many people are automatically unable to use the internet for not getting logistic support. This people will not come to this research study. So the research will only for that customer who uses the internet and have the chance to use the internet.

The method of data collection will be at two ways. Maximum data will be collected from the secondary sources which will be the website of different types of organization, different types of journal; social media etc. Some data will be collected from customer directly. It may be from the people those are available using the internet capacity, internet browsing. There are so many models which describes the method of e-marketing at the perspective of customer decision for purchasing the product or service. These are:

1. Customer Loyalty

2. Internet Contribution

3. Customer Purchasing Method

The collected data will be analyzed by using Statistical Package for Social Sciences (SPSS). There are so many tactic of Statistical Package. Most favorite methods are given below:

1. Factor Analysis
2. Hierarchical Clustering
3. K-Means Cluster Analysis
4. Consumer Profiling.

To develop the three models this techniques are used for collected data analyzing. Full study is done by the direct collecting data from the customer which are related with the purchasing behavior of the customer. But main negative side of this study is that all customers is not come into this research for not the availability of internet connection in the everywhere. At the last of the study it will discuss the limitation of this research at details.

Chapter-2

2. Literature Review:

2.1. E-Marketing

E-marketing means the Electronic marketing. Electronic marketing means the marketing by using the internet. Customer prefers the internet for taking the decision for purchasing their products. There are so many business website for choosing the products. The available sources of purchasing products are;

1. Website of the business organization
2. Social Media
3. Online Site

2.1.1. Websites

Website is the main sources of electronic marketing. All types of product of any organization can be available in the website of the organization. From this website the customer chooses their product which would be required for any customer. After that the customer analyses and compares the product quality and product price with the other organization by using the website of other organization. All this function is done by the customer by using the website sitting at the home or the premises of the customer. In a word website is the basic source of every organization for the online business to reach the products to the customer. Customer can compare easily the standard and price of the products from different website of different company. So the customer can take the purchasing decision easily by using the internet and browsing the website sitting at any place where internet is available. So it is said that market is everywhere for the customer where internet connection is available and there is no need for moving here and there or market to market for choosing the product. For this reason Website is the popular source of electronic marketing and it is becoming more favorite to the all customer day by day. Because customer wants the flexibility and there are highest flexibility for online marketing.

2.1.2. E-Marketing and the Online Brand

Electronic marketing means the marketing through the online by using the internet. There are so many portals or online site for the electronic marketing. But customers always like the brand, like the availability all more products at the same portal. So branding is another vital issue for online marketing for the business man. Qualities, Competitive price, Service are the main issue for the loyalty for any organization for the business at the competitive market.

2.1.3. Online Brand Presence

At present online and offline issue is another vital point. Customers have no enough time to visit the portal at the fixed time. When customer wants to visit the portal at that time the portal should be at online. Because the customer may need to communicate with the buyer if needed. Offline business is not the expected to the purchaser. Purchaser whenever wants it should be any time present for proper support. So for the fulfillment the demand of the customer online be the best method for business. Customer flexibility should be the best and first priority for any types of business portal. Most of the customer doesn't like the offline brand. So online brand should be presence at any time at everywhere where the internet connectivity is available.

2.1.4. Website's Contribution to the Brand

Website is the important element for the online business for any business organization. So the contribution of the website is very important. Most of the business of the organization depends on the website performance. The website is used as the mirror of any organization. Without excellent website it is very difficult to sustain at the market of the online business strategy. Every organization tries to make the website like brand so that customer be biased for this organization for purchasing any product without any hesitation.

2.2. Consumer Decision Making Process

Man is the best creation of the almighty God. So man always is changed time to time. People like new product daily with the change of time. So innovation should be the motto of any organization. To make the attractive customer decision new offer should be introduced time to time. It is easily incorporated by the electronic marketing through different types of social media, communication media, and publishing different types of online magazine etc. Behavior of the customer is very dramatic. It always change time to time man to man place to place product to product. So market analysis is the important part for determining the decision of the customer.

2.2.1. Consumer Behavior

Customer behavior may be defined as the activities when take the decision for choosing the product and services from the market for fulfilling the requirement of themselves or their family. So organization should make the strategy to influence the customer decision to purchase the product or service from the website which is available at the market. Brand should be the first priority of the business organization for attracting the customer for selling their product and service.

2.2.2. Need to Study Consumer Behavior

At present business strategy is changing day by day. Online business is becoming so popular day by day. Customer behavior is the most important issue for any business organization. Every organization should study the behavior of the people. What is the demand of the customer, what is the expectation of the customer? It should be the burning question of the business organization. With the changing of the time how the demand and expectation of the customer is changing it should be the key point of the organization for sustaining in the market. In the competitive market behavior study of the consumer should be the most important issue for any organization.

2.2.3. Customer Decision Making Models

Decision is the very important matter for the business. Customer decision is the study matter for any organization. There are so many models for determining the decision of the customer. From the past history decision may be found in some cases. So past history of the customer may be the one source of decision. There are so many factors which determine the decision model of the customer. Most popular models are given below which is called the backbone of the decision making process:

1. Blackwell Miniard's Model
2. Howard & Set's Model
3. Mowen and Minor's Model
4. McKinsey's Model
5. Simon's Model
6. Schiffman's & Kanuk's Model
7. Nicosia's Model
8. Keeney's Model
9. Holtzman's Model
10. Mintzberg's Model

These are the favorite and basic model for decision making process of the customer.

2.2.4. Online Consumer Behavior

Internet is the most reliable and important source for the information of any kinds. There are so many organizations that only use the internet to promote their business through online. It is also easy to determine the demand of the customer through the internet what is the expectation and requirement of the customer and how it is changed time to time pace to place market to market. The organization invested a lot for the development of their online business and the website of the organization. At this modern era online marketing and business is the most important opportunity for sustaining at the market.

2.2.5. The Consumer Visit - Cause and Relevance

There are so many reasons for visiting the website of the organization. People are so busy with their work. So there is no enough time for moving here and there for purchasing a single product. Customer using the internet from any place at any time to give the order of their required product and the organization gives the home delivery of the product at due time. Payment automatically is done by the credit card at online system or it may be also direct cash payment during the product delivery time.

Chapter-3

3. Tools of the Electronic Marketing

There are so many tools for electronic marketing. Among them internet networking, website, client event, video marketing etc are more popular and widely used for electronic marketing.

3.1 Networking:

Most popular tool for electronic marketing is networking which involves the different community with each other for communication purpose for information sharing. Most of the researchers said that Networking is the best tool for using electronic marketing.

3.2 Client Events:

Client events are another tool for electronic marketing. Organizations use client service event for electronic marketing which help to create the loyalty of customer for selling the services without any bargaining.

3.3 High-Quality Website and Client Communication:

Different types of website which is launched from different organization are one of the important tools for electronic marketing. Different types of company uses High quality website to connect the customers for delivering free information. This free information helps the customer for taking the purchasing decision at sitting at the home.

3.4 Brand Identity and Brand Loyalty:

Brand identity and brand loyalty is another important tool which helps to maintain the relationship with different types of customers by providing more attractive offers. The proper electronic marketing increases the trust, service quality, customer loyalty which is very important for the customer for taking the purchasing decision from the market. Most of the customer is so busy with their professional life so there is no huge time to move into the market physically for choosing their needed things. So they use their electronic tools for choosing their daily needs from the market and place order electronically for home delivery. So brand identity and brand loyalty is another important option for purchasing decision of the customer.

Chapter-4

4. Impact of Electronic Marketing

4.1 Impact of Electronic Marketing on Customer Satisfaction

Customer satisfaction is the most important key for any business. Every organization try to fulfill the expectation of customer as per demand of customer. Now a days most of the people are so busy with their daily routine life. So it is very difficult to find the extra time to enter the market for purchasing their daily need. People sitting into the care at the leisure time using the internet selects their daily need from different types of online portal where all types of information and product details are found easily. People select their product as per specification and demand in the website or online portal. If the product is not up to the marks then change the website for choosing the product from different organization. So it is very important to satisfy the customer by electronic marketing properly by giving the details information and brochure of the products into the website.

The electronic commerce increases the communication between different types of customer. Because it is very easy to communicate with the customer by using internet through different types of social application like face book, imo, viber etc. If one customer be satisfied by using one product then it is normally marketed by the customer within their circle very easily through social media. In this way electronic marketing encourage the customer to make the ranking of products or services.

The behavior of the people determines the purchasing behavior of the people where satisfaction is the main tool. If the satisfaction level becomes high then the purchasing behavior automatically be positive for the electronic marketing.

The poor electronic marketing decreases the attraction of the customer for purchasing behavior. Because positive purchasing behavior mainly depends on the attractive electronic marketing which change the purchasing behavior of the customer.If the customer be fully satisfied with the electronic marketing then the customer easily do electronic shopping for purchasing their need.

Chapter-5

5. Methodology

There are some important parts of research methodology. Among them the most important part of the research methodology are:

(a) Research Design

(b) Data Collection

(c) Data Analysis

(d) Research Consideration

(e) Ethical Matters

5.1 Research Design

Research design is known as the model which is used by the researcher for doing research. There are different types of research design which is used for research purpose.Among them most usable research design is Onion Research Model which is very popular to the researcher. The most effective research design is Onion research model for the characteristics of specific rsearch approaches and philosophies.

5.1.1 Research Philosophy

Research philosophy is called the research approach of the researchers. There are two types of research philosophy. This are:

(a) Ontology

(b) Epistemology

5.1.2 Research Approach

Research approach is another vital tool for researchers. There are mainly two types of research approaches. This are:

(a) Deductive Research Approaches

(b) Inductive Research Approaches

When the researcher doesn't use the market or other person's data then it is known as inductive research approaches. On the other hand when the researcher uses the market data for developing the hypothesis then it is known as inductive research approaches.

5.1.3 Research Methods

Different types of research methods are used for research purposes. Among them most popular methods are:

(a) Quantitative Research Method

(b) Qualitative Research Method

When the research method is mainly descriptive and non numeric data is used for analysis the research then it is called Qualitative Research Method. On the other hand the quantitative method is applied where numerical data is the main information for the research analysis. In the both case different types of statistical tools are used for analyzing the data for the research purposes.

When primary data is used then the researcher will collect data from the root level customer for the proper accuracy of the research. Some popular statistical tools like mean, median, standard deviation, correlation are frequently used for data analysis for research purpose.

5.1.4 Research Strategy

Most useable research strategies are three types which is used by the researchers. The researchers choose any of one strategy among this three strategies. This are:

(a) Case Study

(b) Experimental

(c) Survey

When comparison is done between different types of variables then it is called experimental strategy. Specific analysis for definite situation is taken when case study research strategy is used by the researchers. When the researchers uses questionnaire and collect data from the prospective respondent then it is called survey research strategy.

In this research survey research strategy is used where some questionnaire are given to the customer those who are available to use the internet and social media for purchasing their daily need. Some data are collected for analyzing the objectives of this research which is numerical and analyzed by statistical tools.

5.2 Data Collection Method:

Numerical data is collected as survey research strategy for this research and is applied within the scientific tools for analysis the data.

5.2.1 Data Collection Source:

There are two types of source of data collection. This are:

(a) Primary Source

(b) Secondary Source

The researchers can use these two methods for data collection. When the researcher directly collect the data from the root level source as like as questionnaire given to the

customer and collect the data then it is called primary source of data. Here raw data is collected for the research. Primary data is expensive but it is very accurate data if maximum is possible to collect from the right source.

The secondary data is collected from different sources which may be magazine, library, website where the data is already collected for different types of research purpose. The secondary data is much arranged data which is published and modified for previously used.

5.3 Data Analysis Method

When data is collected from different primary and secondary sources then this data is used by the researcher through statistical and mathematical tools like mean, median, standard deviation, correlation to find out the relationship related electronic marketing, customer satisfaction, purchasing behavior, loyalty etc. To reduce the waste and error Microsoft excel frequently used when calculation is done.

5.3.1 Used Methodology

This research is descriptive and explanatory. Three techniques are used for this research. This are:

    (a) Website Index
    (b) Website Contribution
    (c) Focus Group Contribution

5.3.1.1 Website Index

To make the specific research website index are used. Different types of organizational website are used for making an exclusive list of website. A score board is used to compare different types of customer purchasing behavior.

5.3.1.2 Website Contribution

Some specific website is selected for making the comparison for their electronic marketing through the website and customer purchasing behavior and satisfaction level is identified from this website. The most important information which are taken from the website is given below:

(a) Relative Importance
(b) Popularity
(c) Search Engine Optimization
(d) Domain Age
(e) Site Compatibility with Social Networks
(f) Keyword Research
(g) Site Quality
(h) Site Accessibility

Here secondary data is mainly used for taking the information for electronic marketing purposes and customer purchasing behavior.

5.3.1.3 Focus Group Constitution

Focus group is created online basis where the customer describes their satisfaction level of electronic marketing or online purchasing which is offered by different types of organization. Data is automatically found from the online that is given by the customer for feedback about their expectation of service and what is getting from the online marketing from different types of organization. Mainly social media is used for this feedback purposed for focus group.

5.3.1.4 E-Marketing and the Consumer Decision

Literature review is the most important matter for this research. It helps to develop the research instrument for decision making process of the customer for purchasing their requirements. Mainly data is taken from thirty respondents. Then this data is analyzed for the findings of the customer purchasing behavior, satisfaction, expectation, loyalty etc. Internet marketing is the main issue behind this research. Because electronic marketing mainly depends on the internet connectivity and the satisfaction of the using f the internet of the customer. Flexible and easily useable internet is the input of the electronic marketing for determining the purchasing decision of the customer.

5.3.1.5 Prerequisites to fill the Research:

Without internet connectivity it is not possible for electronic marketing. In the same way without the internet availability the customer will not able to do electronic purchasing from the electronic marketing. So to fill this research two important vital tools may be:

(a) Internet usage

(b) Online purchase

The customer regularly visit the website, online portal for taking the decision for purchasing. So available information about the product details should be at the website for the customer.

Chapter-6

6. Results and Findings

6.1 Website Index

Automobile, FMCG and Banking are the vertical demonstration for high website index and research may conduct further in these verticals.

6.2 Website Contribution

Thirty two websites of automobile, FMCG and Banking were used for secondary data collection. Website analysis tool was used for electronic commerce verticals and website contribution was calculated by the help of numeric weighting technique.

6.3 E-Marketing and the Consumer Decision Making

Researchers use five sections. These are Demographics, Consumer pre purchasing process, consumer internet usage, electronic commerce and consumer post purchasing process. Most of the respondents were male which 57.5% was and the remaining were female which was 42.5%. The age of the respondents was of below 30. Descriptive statistical and factor analysis were applied for determining the customer urchasing behavior.
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6.4 Consumer Pre Purchase Process

In this process data was collected from one thousand and fourteen consumers which led the internet using consumer for pre purchasing model. Online consumers are the focus for determining the pre purchasing behavior. K-means cluster analysis was used for helping numeric weighting technique which was further used for segmenting the online consumer as the basis of cluster membership.

6.5 Consumer Traits and Online Shopping

For creating the consumer traits and online shopping one thousand and fourteen data was collected from the customer. Reflection of different types of consumer traits was found by using this model. It helps for defining the appropriate targeting and positioning strategies for this research.

6.6 Emergent Model of E-Marketing and the Consumer Decision Making

These model were used to integrate all the findings of the research for developing another model which helps the organizations for understanding the behavior of customers and the relationship between marketing people and the customers.

Chapter-7

7. Conclusion

From this research it is found that electronic marketing is being more popular as comparing with the previous time. People those who use internet maximum time they are involved with electronic shopping. They use their internet for taking the purchasing decision by searching different types of website and online portal where the products details are found available.

At the time of end of this research it is called that there is highly influences of electronic marketing on the customer satisfaction, purchasing behavior and loyalty.

Chapter-8

8. Limitations

Limited number of website was used for data analysis for the website index model which does not show the overall situation of the customer. Only some data was collected as primary data which is not enough for overall scenery of the purchasing behavior of the customer. The main limitation of this research is that most of the customer are not connected with the internet facility which is the main key tool for electronic purchasing for their requirement.

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