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INTERNET MARKETING: AS A PROMOTIONAL & PERCEPTUAL GROWTH TOOL – AN ANALYTICAL STUDY OF TITAN WATCH CO. CUSTOMERS

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ABSTRACT

Globalised marketing has its requirement of adaptation and addition of Internet usage as a basic tool for its functions which is a part of E-marketing developed about websites for business to robust their traffic, advertisement is grown with mouth of words. To find out the importance and its benefits, the authors has taken the 20 primary data means the customer's response through the interview method and analyses the data with the help of factor analysis and the result there with .

KEYWORDS: *Customer perception, Internet marketing, Promotional tool, Distribution, Digitalized product*

INTRODUCTION

Today changing economy is not only based on the production of goods and services to meet the need of the customers but also the customer's perception towards the value added services which may latterly meet the broad objective of creation of employment opportunity and economic wealth generation. Customer's perception refers to a marketing concept that encompasses a customer's impression, awareness and or consciousness about the company and its offerings which may be enhanced through the tool and technique of internet marketing, is very good phenomenon and technology based promotional tool and distribution channel towards the customer's transaction on the global market. This tool now

develops the marketing n integrated one and making the competitive strategies over the traditional channel of marketing. Creation of awareness and customer's consciousness is developed through the availability of lots of information about the different product availability with various kinds of value addition towards the customers, easy and effective communication channel between customers and firms.

LITERATURE REVIEW

Number of works on internet marketing is held by number of scholars.

Kiang , Raghu eta l. (2000) , there is no specific method and rout for manager that prove for them obeying that particular way will bring for them successful by internet unless they put large investment

and take the risks in this way in case of facing to their current channels of distributing their market . One of the major issues in this subject is product characteristics which plays an important role in marketing through internet and the way to promote this product to the consumer. Internet marketing in recent decade has very huge movement forward, many companies all over the world mainly use internet for advertisement or corporate promoting activity beside not many companies fully utilize their system with recruiting the power of internet in business as new channel of doing transactions .

Kalayan & MC Intyre (2002), “Internet Marketing as a part if e- market developed about websites for business to robust and rescale their traffic, advertisement, industry, auction oriented site like e-bay have been grown through word of mouth (CRM) also gets better situation and its emphasizes gets more personalization and much more easy than before, unless the unite concept of E- Marketing has not appeared.”

Varadarjan & Yadav (2002),” development of potential that internet contains to follow new business model and strategies which from may apply on their business to computation in competitive environment “.

Sheth , J.N & Sharma ,A. (2005) ,” marketing over the internet create a basic changes not only in business but also in customer’s behaviour . Marketing provide a unique platform for the firms to understand the need of the customers and make the customers free from the time and place. It also reduces cost by omitting unnecessary transaction cost

Road, yeassen etal (2010), Internet marketing is very good phenomenon towards the customers transaction on the global market.

EI- Gohary (2010) , electronic marketing (E-marketing) mostly defines as new attitude and modern realistic involvement with marketing of goods , services , information and even ideas via internet and other electronic means .

OBJECTIVE OF THE STUDY

- To find out the role of Internet as the promotional tool towards the customer.
- To find out the impact of website upon the creation of customer awareness.

METHODOLOGY OF THE STUDY

Sample: 20 customers with 10 showroom’s manager and sales people’s views of Titan watch co. were taken into account and their opinion were collected through the interview method. Customers belong to the various Titan watch co. show rooms of different markets in Bhubaneswar, the capital city where maximum customers are internet savvy. According to the showroom manager website plays vital role for the growth of sales and last 5 years customer’s purchasing this brand product due to the availability of website. Here it is the query of the researchers that how internet marketing developing the perception of the customers and developing the buying behaviour of the customers. To find out this, data is collected, interpreted and analysed by the authors through the interview method.

Measures: The main data collection instrument used was interview schedule contains 6 questions, are asked to the customers whereas all the answers are in 1to 5 likert scales. The primary data was collected from the respondents, interview questions are asked in different languages, according to the comfort ability of the customers.

Study Area: Different markets of Bhubaneswar which is the state capital of Odisha .

Procedure: The data were collected and analysed by the statistical tool that is the factor analysis.

ANALYSIS AND INTERPRETATION

The output of factor analysis is obtained by requesting the principal component analysis and specifying a rotation. In tables (1,2,3,4) , we have the output of the factor analysis for this problem, the unrotated factor matrix table-3,the final statics table-4 , comprising the communality for all 6 variables , and all factors having Eigen values of 1 or more than 1 . We assume that we are extracting factors of Eigen values 1 or more, and have specified this in the request to the SPSS 20.0 while doing the factor analysis.

Table - 1(Customer’s response with their variable)

Variable Name	Variable No	Initial	Extraction
Ease to find products	V1	1	.932
Indication towards trying something new	V2	1	.970
offers/ discounted price	V3	1	.871
Ease of comparison	V4	1	.899
Can find products not available in the store	V5	1	.908
No need to deal with sales people	V6	1	.807

Source: (Own Compilation)

Table – 1 reveals the various variables responsible for the positive customer perception towards the website development marketing or internet marketing. Here the authors have taken 6 factors/ variable into consideration and got the extraction value for each

variable through the component analysis method, where the Initial Eigen value is taken as 1 for every variable with the extraction of the variable, that is above 80% means each and every variable are important and have the value for the customers .

Table-2 (Total variance explained)

Component	Initial Eigen values			Extraction sums of squared loadings		
	Total	% of variance	Cumulative %	Total	%of variance	Cumulative %
1	2.528	50.533	50.553	2.528	50.563	50.553
2	2.053	35.067	91.620	2.503	40.067	90.620
3	.266	4.315	96.934			
4	0.125	1.505	99.439			
5	.028	.561	100			
6	.046	.456				

Source: (Own Compilation)

Table –2 explains the interpretation of the output; the factors extracted their Eigen and cumulative percentage of variance. Here the calculated initial Eigen value for factor -1 and factor-2 is 2.528 &2.053, which is greater than 1 means are valid factor. Cumulative percentage column that two factors extracted together 90 % of the total variance

(information contained in the original 6 variables) which is a pretty good bargain, because we are able to economize on the number of variables (from 6 we have reduced to 2 factors) while we lost only 10 % of the information. Content 90% is retained by the 2 factors extracted out of the 6 variables

Table -3 (Component Matrix description)

Variable	Component	
	1	2
V1	.669	.696
V2	.983	.062
V3	.803	.476
V4	-.441	.839
V5	.524	-.796
V6	.025	-.721

(Own Compilation)

Table-3 compiles the data of the component matrix. Factor -1 & 2 shows the loadings of each variable with each of the extracted factor. The high loadings of factor 1 are variable -1,2 & 3 having the value of factor -1 .669, factor-2 , the value is .983 and factor 3 has the

value .803 . Whereas factor two has one high loading that is factor -4 with the value .839.

Table -4 (Rotated component matrix)

Variable	Components	
	Factor -1	Factor-2
V1	.936	.239
V2	.803	.571
V3	.933	.019
V4	.067	.946
V5	.025	-.953
V6	.034	.062

Source: (Own Compilation)

Table- 4 shows the data interpretation with rotated component matrix with two factors. Looking towards the rotated factor matrix, it is noticed that variable no- V1, V2, V3 have the high loadings .936, .803, .933 of factor 1 to 6. By looking down the factor1 column in Table-4 and look for high loadings close to 1.00, that is the Eigen Value, is suggested that factor 1 is a combination of these variables. This table also suggests a similar grouping. Therefore, there is no problem interpreting factor 1 as a combination of variable -1, variable -2 and variable -3. Now by combining all variables which capture the essence of the original variables, that is the variable number -1 can be formed. In this case the factor 1 could be named as Customer awareness or similar to this.

CONCLUSION

Globalized market has its need for the internet usage in various sectors of marketing. Titan watch co company has also its internet usage and has the development of the internet - marketing ,own website for its business with healthy traffic management of products and advertisement about the special offer , discounted price, ease to find various kinds of products, to find out the indication towards trying something new which is otherwise called as the public awareness towards Titan Watch co., latterly spreads through the mouth of words, has the advantage for the customers with saving of time, transportation cost, accessibility of the various company message according to their comfort ability and an easy and healthy management of products of the company its own . With this conclusion it may be suggested that any company may use E- marketing, that is the developments of website, which will play as an effective tool for reduction of traffic problem or display of product, and less advertisement cost.

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