IMPACT OF E-MARKETING ON CONSUMER BEHAVIOUR REGARDING SMART PHONES

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ABSTRACT
The modern society has witnessed a tremendous change in the field of information technology during last decade. It has provided a new meaning to the commercial world for its trading transaction right from the concept to the customer. The customers are also becoming more and more techno-based and their changing perceptions demands speed and updation in every sphere of life. E-marketing is one of the growing and competing definition of the marketing which not only helpful in stimulating the market of the product but also serve the desires of the customers in an economical and convenient manner. This paper attempts to find out the level of awareness and preference of e-marketing regarding smart phones among consumers in Gorakhpur city. Also the various demographic variables affecting their online purchase decision regarding smart phones. The study also reveals the reasons of acceptance of e-marketing. Percentage analysis, chi square test, bar graph and f-test (ANOVA table) has been used as a statistical tool for the comparable and detail analysis of the data. The result of the study shows that there is significant relation exist between the demographic variable and purchase decision of the respondents for smart phones. Also the convenience, time saving and economical feature are the basic reasons of choosing e-marketing.

KEYWORDS: Consumer Behaviour, Demographic Variables, E-marketing, Online purchase decision, Smart phones.

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