

Furniture Towards Online Marketing

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Abstract

The purpose of the research is to look into the features of consumer purchasing behavior. When it came to online marketing, a variety of socioeconomic variables were used to study consumer purchasing behavior. It also assists researchers in understanding the drivers of consumers' attitudes and goals for online shopping, as well as consumers' perceptions of perceived usefulness and perceived ease of use. The findings of the analysis can be used to guide market orientation. The study's findings suggest that assessing consumer purchasing behavior can help us better understand consumer purchasing behavior when it comes to online marketing.

Keywords: Online Marketing, Consumer's Buying Behaviour, Price Aspects, Perceived Usefulness and Perceived Ease of Use

Introduction

Consumer buying behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs, as defined by online marketing, as well as the effects these processes have on the consumer and society. It incorporates concepts from psychology, sociology, social anthropology, marketing, and economics. It seeks to comprehend buyer decision-making processes, both individually and in groups, as well as the role of emotions in purchasing behavior. Individual consumer characteristics such as demographics and behavioral variables are studied to gain a better understanding of people's desires. It also tries to assess the consumer's influences from various groups, such as family, friends, reference groups, and society as a whole. Over the forecast period, the Indian furniture market is expected to grow at a CAGR of 11.32% from 2018 to 2023. Furniture's global market value is expected to be 557 billion US dollars in 2022, rising to 650.7 billion US dollars by 2027. By 2026, the Indian online furniture market is expected to be worth \$40 billion USD. Between 2017 and 2019, there was a consistent increase of around 100 million US dollars. A massive increase of nearly 400 million was predicted between 2019 and 2020 (www.statistics.com, 2023).

Review of Literature

Online marketplaces allow marketers, retailers, shoppers, and others to freely communicate (Bennett, 2007). The fundamental idea behind ecommerce is to provide the best possible assistance to marketers and buyers (Al Shaikh et al., 2010). Ecommerce, according to Garrett and Skevington (1999), allows businesses to trade using an upfront communication technology.

Ajaykumar (2021) investigated the advantages and disadvantages of online marketing from an Indian perspective. The amount of research done on online marketing has both advantages and disadvantages. A review of the literature base will assist in identifying topics that have been explored as well as topics for future research. The research project collects, synthesizes, and analyzes current research strategies and

contracts before discussing an agenda for future research efforts. Several people define this in various ways. Marketing, according to the researchers, is a set of powerful tools and methodologies used for promoting products and services via the internet.

Megha and Rishita (2020) conducted a study on consumer purchasing behavior based on online reviews. With the rise of digital and social media, online product reviews have emerged as a powerful source of information influencing purchase decisions. Consumer reviews are a type of feedback on electronic commerce and online shopping sites. Consumers now have constant access to online product reviews thanks to the availability of resources such as 24X7 internet access, smart phones, and other resources to access websites.

Grover et al. (2019) investigated the perceived usefulness, ease of use, and user acceptance of block chain technology for digital transactions using Twitter user-generated content. Despite the fact that blockchain has received considerable attention from academia and industry, there has been little research on acceptance drivers. By mining the collective intelligence of Twitter users, this study investigates blockchain adoption. It bridges the gap between blockchain user acceptance drivers and technological acceptance constructs. Users are drawn to blockchain because of the security, privacy, transparency, trust, and traceability it provides, according to the findings.

From the literature, we can conclude that it's importance to define consumer buying behaviour on online towards furniture. This article analysis the consumers are comfort to buying the furniture on online marketing as a framework variable

Methodology

Objective of the Study

- ▶ To study the relationship between price aspects and online marketing.

Hypothesis

Ha: There is no significance relationship between price aspects and online marketing.

Design of the Study

The research of descriptive in nature; the research was confined to convenience sampling method, price aspects who are presently functioning in the online marketing are considered to be universe for this study.

Sample Size

With the help of previous literatures, the researcher confined the sample size to be 55. With carefully frame questionnaire by the researcher, the data collection process started. And while analysing the data, 5 samples were found to be error and those samples were excluded. So, the final sample is 50 checking the reliability, the results came up with 0.841 which is good enough to proceed further.

Analysis

According to our SPSS-analyzed data, 27.0% of online marketers are extremely satisfied with the price aspects of their marketing. While 13.0% of online marketers are satisfied with their marketing, 10.0% are dissatisfied. In terms of online marketing, 54.0% of online marketers believe they are capable of marketing, 32.0% believe they are moderate in their online pricing, and 14.0% do not believe they are capable of pricing.

Online Marketing Vs Price Aspects

Whether online marketing has an impact on pricing. As follows, a linear regression model is follows:

$$Y = A + BX_1$$

Whether Y = Online Marketing; X₁ – Price Aspects

Table 1 : Regression Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.919 ^a	.844	.841	1.71534	.313

a. Predictors: (constant) Price Aspects...

b. Dependent Variable: Online Marketing

Table 1 contains a summary of the multiple regression model as well as data on the overall fit. The adjusted R² for the model is 0.841, where as R² itself is 0.844. Due to the fact that the Durbin-Watson d value is 0.313, which is situated in between the two significant values of 1.5 and 2.5, it is presumed that the multiple linear regression data do not include any first order autocorrelation.

Table 2 : ANOVA Model Summary

Model		Sum of Squares	df	Mean Square	F	Significance
1	Regression	764.766	1	764.766	259.914	.000 ^a
	Residual	141.234	48	2.942		
	Total	906.000	49			

a. Predictors: (constant) Price Aspects...

b. Dependent Variable: Online Marketing

Table 3 : Coefficients Model Summary

Model		Unstandardized Coefficients		Standardized Coefficients	t	Significance
		B	Std. Error	Beta		
1	(Constant)	17.087	2.562		6.670	.000
	Price Aspects	2.178	.135	.919	16.122	.000

a. Dependent Variable: Online Marketing

Table 2 shows ANOVA results. The F test values are significant at 0.05 level and it indicates that the model is a good fit for the data. The F test has the null hypothesis that there is no linear relationship between the variables. Since the p value is 0.000, it is proved that there exists a linear relationship between the variables in this model.

Table 3 shows the coefficients and significance test values. Price aspects plays a significant role in the online marketing is the result shown from the result.

Hence, the predicted linear regression model is given as $Y = 17.084 + 2.178X_1$;

Where Y = Online marketing; X_1 = Price aspects

From the linear model fit, it is obvious that, there exist a linear relationship between online marketing and price aspects.

Correlation Analysis

In the table 1, it is shown that the 'r' value is 0.919 which means there is 91.1% a positive relationship between the price aspects and online marketing.

Findings and Suggestions

When the percentages are computed, it is discovered that only a small percentage, 27.0%, of online marketers are satisfied with the buying behavior of furniture through online, while the others range from moderate to dissatisfied. The price aspects should make the price aspects' policies clear to the online markets, as well as make the necessary arrangements for them to overcome logistics costs and balance the cost of living shock. While the researcher was reviewing previous literature, it was suggested that it was time to improve online marketing so that more appealing price aspects for furniture could be found online.

It is found that, there exists a highly positive relationship between price aspects and online marketing which means, if the price aspect, it policies are clear and good, the online tend to have more online towards the price. Also, with the analysis, we found that there exists a linear relationship between price and online in buying behaviour i.e. when price increases, the online marketing increases too.

Limitations and Conclusion

Since the sample units are online, the researcher was forced to rely on convenience sampling because collecting data in person is costly and time consuming. The price is a delicate subject that must be handled with caution because it can have a significant impact if misrepresented. According to the researcher's findings, if the price aspects are favorable, online marketing will be favorable. You could win awards if your online marketing is more engaging.

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