

# Perception Towards On Line Marketing Over Urban And Rural People In Modern Era

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**Abstract:** In present scenario online marketing plays a vital role for every business success.there is a physical interaction between seller and buyer in the traditional marketing process but in the online world, there is no need to meet sellers or manufacturers personally. the price of the product is more in the traditional marketing when compared with online marketing. In another side of the coin, some people in rural areas are facing problems when ordering of product and sale return. the main aim of this paper is to know about opinions on online marketing of various people like urban and rural people. for this purpose, 100 people are selected as sample for the study by adopting Random sampling method

**Key Words:** Web banner advertising, Floating ad, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social media marketing

## 1. INTRODUCTION:

Online marketing role increasing day by day in every business sector, and gradually plays a significant part in any company's multi-channel marketing strategy. It uses the webservice to deliver promotional marketing messages to consumers. It includes electronic mail marketing, social media marketing ,search engine marketing, , many types of display advertising and mobile advertising. Like other advertising sources, internet advertising frequently involves both a publisher, who integrates advertisements into its online content, and an advertiser, who provides the advertisements to be displayed on the publisher's content. Other vital participants include advertising agencies that help generate and place the ad copy, an ad server who technologically delivers the ad and tracks statistics, and advertising affiliates who do independent promotional work for the advertiser.

## 2. OBJECTIVES:

The Primary aim of this paper is to know about opinions on online marketing of various people like urban and rural people the other objectives are like

- To know the benefit of online marketing over urban and rural people
- To know about various problems regarding of online marketing over urban and rural people
- To know impact of various medias regarding online marketing
- To know satisfying element of online marketing
- To know satisfaction regarding online marketing.

## 3. RESEARCH METHODOLOGY:

A research design is the arrangement of the conditions for collection and analysis of the data in a manner that aims to combine relevance to the research purpose with economy in procedure. this study depended on various data sources like

### PRIMARY DATA

This data was collected through survey. The information was collected directly from respondents. The survey was done by personal interview by using well-structured questionnaire

### SECONDARY DATA

The second hand information was collected from various websites and previous journals and magazines

**SAMPLE SIZE:** 100, **SAMPLING TECHNIQUE:** Random sampling,

**STATISTICAL TOOLS:** Percentage analysis,chi-square analysis.

**4. DATA ANALYSIS AND INTERPRETATION:**

- 1)  $H_0$ : There is an association between rural and urban people’s opinion regarding benefits of online marketing  
 $H_1$ : There is no association between rural and urban people’s opinion regarding benefits of online marketing

**Table 1.1 Cross tabulation of Area \* Opinion Crosstabulation**

		Opinion				Total	
		Speed	Quality	Price	Packaging		
Area	Rural	Count	5	17	8	20	50
		% within Rural	10.0%	34.0%	16.0%	40.0%	100.0%
Urban		Count	4	18	3	25	50
		% within Urban	8.0%	36.0%	6.0%	50.0%	100.0%
Total		Count	9	35	11	45	100
		% within Area	9.0%	35.0%	11.0%	45.0%	100.0%

**Analysis**

From the above table 1.2, it is observed that calculated value( $\chi$ )= 2.968<sup>a</sup> tabular value (p)= 0. .397 so ( $\chi$ )> (p) therefore alternative hypothesis  $H_1$  is accepted

**Table 1.2 Chi-Square Test Results**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.968 <sup>a</sup>	3	.397
Likelihood Ratio	3.055	3	.383
Linear-by-Linear Association	.309	1	.578
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.50.

- 2)  $H_0$ : There is an association between rural and urban people’s opinion regarding problems of online marketing  
 $H_1$ : There is no association between rural and urban people’s opinion regarding problems of online marketing

**Table 2.1 Cross tabulation of Area \* Opinion Crosstabulation**

		Opinion				Total	
		Forfeiting of brand	High delivery cost	Amount return	Sale return		
Area	Rural	Count	5	12	14	19	50
		% within Rural	10.0%	24.0%	28.0%	38.0%	100.0%
Urban		Count	4	10	16	20	50
		% within Urban	8.0%	20.0%	32.0%	40.0%	100.0%
Total		Count	9	22	30	39	100
		% within Area	9.0%	22.0%	30.0%	39.0%	100.0%

**Table 2.2 Chi-Square Test Results**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.452 <sup>a</sup>	3	.929

Likelihood Ratio	.452	3	.929
Linear-by-Linear Association	.255	1	.613
N of Valid Cases	100		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 4.50.

**Analysis:** From the above table 2.2, it is observed that calculated value( $\chi$ )= 0.452 tabular value (p)= 0.929 so ( $\chi$ )<(p) therefore alternative hypothesis  $H_0$  is accepted

- 3)  $H_0$ : There is an association between rural and urban people’s opinion regarding satisfaction of online marketing  
 $H_1$ : There is no association between literacy and satisfying level regarding satisfaction of online marketing

**Table 3.1 Area \* Opinion Crosstabulation**

			Opinion		Total
			Dissatisfied	Satisfied	
Area	Rural	Count	5	45	50
		% within Rural	10.0%	90.0%	100.0%
	Urban	Count	3	47	50
		% within Urban	6.0%	94.0%	100.0%
Total		Count		92	100
		% within Area		92.0%	100.0%

**Table 3.2 Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.543 <sup>a</sup>	1	.461	.715	.357
Continuity Correction <sup>b</sup>	.136	1	.712		
Likelihood Ratio	.549	1	.459		
Fisher's Exact Test					
Linear-by-Linear Association	.538	1	.463		
N of Valid Cases	100				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 4.00.

b. Computed only for a 2x2 table

**Analysis** From the above table 3.2, it is observed that calculated value( $\chi$ )=0 .543<sup>a</sup> tabular value (p)= 0.461 so ( $\chi$ )>(p) therefore alternative hypothesis  $H_1$  is accepted

- 4)  $H_0$ : There is an association between rural and urban people’s opinion impact of various medias on online marketing

$H_1$ : There is no association between rural and urban people’s opinion impact of various medias on online marketing

**Table 4.1 Area \* Opinion Crosstabulation**

	Opinion				Total
	Hike	Whatsapp	Facebook	Instagram	

Area	Rural	Count	5	15	25	5	50
		% within Rural	10.0%	30.0%	50.0%	10.0%	100.0%
	Urban	Count	4	21	22	3	50
		% within Urban	8.0%	42.0%	44.0%	6.0%	100.0%
Total	Count			36	47	8	100
	% within Area			36.0%	47.0%	8.0%	100.0%

Table 4.2 Chi-Square Test result

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.803 <sup>a</sup>	3	.614
Likelihood Ratio	1.813	3	.612
Linear-by-Linear Association	.606	1	.436
N of Valid Cases	100		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is 4.00.

Analysis

From the above table 4.2, it is observed that calculated value( $\chi$ )= 1.803<sup>a</sup> tabular value (p)= 0.614so ( $\chi$ )> (p) therefore alternative hypothesis H<sub>1</sub> is accepted

5) H<sub>0</sub>: There is an association between rural and urban people’s opinion regarding satisfying element of online marketing

H<sub>1</sub>: There is no association between rural and urban people’s opinion regarding satisfying element of online marketing

Table 5.1 Area \* Opinion Crosstabulation

			Opinion				Total
			Return policy	Customer care support	Pricing policy	Quality of good as described	
Area	Rural	Count	10	12	8	20	50
		% within Rural	20.0%	24.0%	16.0%	40.0%	100.0%
	Urban	Count	8	15	9	18	50
		% within Urban	16.0%	30.0%	18.0%	36.0%	100.0%
Total	Count			27	17	38	100
	% within Area			27.0%	17.0%	38.0%	100.0%

Table 5.2 Chi-Square Test result

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.720 <sup>a</sup>	3	.869
Likelihood Ratio	.721	3	.868

Linear-by-Linear Association	.008	1	.931
N of Valid Cases	100		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 8.50.

**Analysis:** From the above table 5.2, it is observed that calculated value  $(\chi) = 0.720$  tabular value  $(p) = 0.869$  so  $(\chi) < (p)$  therefore alternative hypothesis  $H_0$  is accepted

## 5. CONCLUSION:

Online marketing has a greater impact on product promotion and brand promotion in present business era. Today's consumers strongly feel that every company must use this efficacy to strengthen its marketing efforts. So that they will get motivated to use online 159 marketing with the intent of getting access to exclusive content about the brand and getting discount and sharing their opinion about the brand with the advertiser. With the advent of internet technology, consumers' preference towards traditional marketing tools has decreased. Most popular traditional marketing tools are television & print media. The benefits of online marketing are ease of shopping and getting wide range of information. These benefits make online marketing superior to traditional marketing..

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