

Marketing Mix In Online Marketing In Kerala – A Study With Reference To Online Customers

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Abstract

Marketing mix is the combination of different marketing decision variables being used by the company to market its goods and services. After identifying the market and marketing research to gather the basic information about it, the next step is the direction of market programming, is to decide upon the instruments and the strategy to meet the needs of the customers and the challenge of the competitors. Marketing Mix comprises of Product marketing mix and Service marketing mix. It offers an optimum combination of all marketing ingredients so that companies can realise goals for example profit, sales volume, market share, return on investment etc. The marketing mix is grouped under four elements i.e., Product, Price, Place, Promotion for the Product of the firm but in case of the Service concern it would be additional three P's i.e., Process, People and Physical Evidence. A profitable formula of marketing operations is that mostly marketing mix changes as per marketing conditions and also with changing environmental factors. The marketing mix is a set of controllable variables that the company can use to influence the online buyers responses. Thus marketing manager decides the level of marketing expenditure in order to achieve marketing objectives of the firm and after finalising the market budget it is decided that how to divide total marketing budget among various tools in the marketing mix. The main objective of this article is to describe the impact of service marketing mix for online market.

Key Words: Marketing Mix, Service Marketing Mix, Online Marketing, Marketing Research.

Introduction

Marketing mix is the set of the marketing tools that the firm uses to pursue its marketing objectives in the target market (Kotler, Ang, Leong and Tan, 1999). Theories of marketing management and strategy need to evolve and change to keep pace with changes in the

marketplace and in marketing practice (Goldsmith, 1999). Central to marketing management is the concept of the marketing mix. The marketing mix is not a theory of management that has been derived from scientific analysis, but a conceptual framework which highlights the principal decisions that marketing manager's make in configuring their offerings to suit customers' needs. The tools can be used to develop both long term strategies and short term tactical programmes (Palmer, 2004). first marketing mix concept has been claims introduced by Borden (1965) that was suggested to him by Culliton (1948), and has been refined this further and defined the marketing mix as a combination of all of the factors at a marketing mangers command to satisfy the target market by McCarthys (1964), numerous modifications to the 4Ps framework have been proposed (Rafiq and Ahmed, 1995). The marketing mix has dominated marketing thought, research and practice since it was introduced almost 40 years ago (Grnroos, 1994). Marketing mix means of translating marketing planning into practice (Bennett, 1997). The original of Bordens (1965) marketing mix includes product planning, pricing, branding, channels of distribution, personal selling, advertising, promotions, packaging, display, servicing, physical handling, as well as fact finding and analysis. However, all the 12 elements did not be fixed or sacrosanct (Rafiq and Ahmed, 1995).

Review of Literature

Frey (1961) has suggested that marketing variables should be divided into two parts. The first part covers the offering that includes product, packaging, brand, price and service. Second part refers to the methods and tools that include distribution channels, personal selling, advertising, sales promotion and publicity. Another suggestion has been arising to suggest three elements: the goods and services mix, the distribution mix and the communication mix (Lazer and Kelly, 1962; Lazer et al. 1973; Rafiq and Ahmed, 1995). Finally, McCarthy, 1964) has regrouped Bordens 12 elements to the 4Ps. the marketing variables under the each P and shows the company preparing an offer mix of the products, services, and price, and utilising a promotion mix of sales promotion, advertising, sales force, public relations, and direct mail to reach the distribution channels and the target consumers (Kotler, Ang, Leong and Tan, 1999). In the context of services marketing, Booms and Bitner, 1981) has suggested another extra 3Ps that contain

people, physical evidence and process. People refer to all people directly or indirectly involved in the consumption of a service, example employees or other consumers. Process is all about the procedure, mechanisms and flow of activities by which services are consumed. Finally, physical evidence, that related to the environment in which the service is delivered. It also includes tangible goods that help to communicate and perform the service (Fifield and Gilligan, 1996) also has identifies extra 3Ps that shows some similarity with Booms and Bitner, (1981) framework, therefore process, physical and people.

Significance of the Study

E-marketing implies new dimensions to be considered aside of those inherited from the traditional Marketing. These dimensions revolve around the concept of relational functions and they are a must to be included in any E-marketing strategy in order for it to be efficient and deliver results. E-marketing strategy is based and built upon the principles that govern the traditional, offline marketing or 4Ps that form the classic marketing mix. The extra 3Ps, people, processes and proof provide the whole extended marketing mix. The extended marketing mix (4 + 3Ps) is built around the concept of transactional and its elements perform transactional functions defined by the exchange paradigm. What gives E-marketing its uniqueness is a series of specific functions, relational functions that can be synthesized in the 2P+2C+3S formula. These 7 functions of the E-marketing stay at the base of any E-marketing strategy and they have a moderating character, unlike the classic marketing mix that comprises situational functions only. Moderating functions of E-marketing have the quality of moderate and operate upon all situational functions of the classic 4 Ps and upon each other.

Statement of the Study

The service marketing mix is also known as an extended marketing mix and is an integral part of a service blueprint design. The service marketing mix consists of 7 P's as compared to the 4 P's of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However it adds 3 more P's which are required for optimum service delivery.

Our Heritage

ISSN: 0474-9030
Vol-68-Issue-1-January-2020

The product marketing mix consists of the 4 P's which are Product, Pricing, Promotions and Place. The extended service marketing mix places 3 further P's which include People, Process and Physical evidence. All of these factors are necessary for optimum service delivery. Hence the Study is on Service Marketing Mix in Online Marketing – A Study With Reference To Online Customers in Thiruvananthapuram District.

Objectives of the Study

1. To Know the awareness of the Service Marketing Mix on the purchasing habits of Online Buyers for the selection of their Products from the Online Portal.
2. To understand the influence of Service Marketing Mix of the Online Customers for the purchase of their Products from the Online Portal.
3. To compare the different components of Service Marketing Mix on the purchasing habits of Online Buyers for the selection of their Products from the Online Portal.

Hypotheses of the Study

1. Ho: There is no awareness of the Service Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal.

HA: There is much awareness of the Service Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal.

2. Ho: There is no difference in the influence of Service Marketing Mix of the Online Customers for the purchase of their Products from the Online Portal.

HA: There is no difference in the influence of Service Marketing Mix of the Online Customers for the purchase of their Products from the Online Portal.

3. Ho: There is no significant difference in the components of Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal.

HA: There is significant difference in the components of Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal.

Methodology of the Study

The study is an analytical nature. The present study has been conducted in Thiruvananthapuram District, Kerala, India. The researcher has selected One hundred and twenty (120) samples on the basis of convenience Sampling Method. Thiruvananthuram District is divided into the four Taluk for the Study. Size of the Sample is given below:

Table 1
Classification of Size Samples (Online Customers for the Products) for the Study

Categories	Sampling Units (Total firms)		Sampling Frame (100%)		Size of Sample (Respondents)	
	No.	Percentage (%)	No.	Percentage (%)	No.	Percentage (%)
Thiruvananthapuram Taluk	10	25.00	10	25.00	30 (10x3)	25.00
Neyyattinkara Taluk	10	25.00	10	25.00	30 (10x3)	25.00
Nedumangadu Taluk	10	25.00	10	25.00	30 (10x3)	25.00
Chirayinkeezhu Taluk	10	25.00	10	25.00	30 (10x3)	25.00
Total	40	100.00	40	100.00	120	100.00

For the Study, total Sampling Units of forty (40) Organisations have been selected for the study ten each from Thiruvananthapuram Taluk, Neyyattinkara Taluk, Nedumangadu Taluk and ChirayinKeeahu Taluk. Three Online Customers have been selected each from four Taluk for the Study and the total of (10x3=30) (30x4= 120) respondents. Questionnaires were distributed to the Online Customers who participated in the survey. The collected data has been tabulated and analyzed using Simple Percentage Analysis. The chi-square used for testing the Hypotheses whether the Dependent variables and Independent variables have significant association.

Analysis of the Study:

1. Awareness Service Marketing Mix among the Online Customers

Table:2

Classification of Respondents on the basis of their Awareness in the Service Marketing Mix in the Online Purchases

Taluk	Categories of Respondents on the basis of Three point of Scale		
	Opinion of the Respondents		
	Satisfactory	average	unsatisfactory
	Weight 3	Weight 2	Weight 1
Thiruvananthapuram	30	20	10
Neyyatinkara	45	20	05
Nedumangadu	30	20	10
Chirayinkeezhu	36	24	06
Total	141	84	31

Source: Primary Data

The Table 1 shows that majority of the Respondents have satisfactory with the Awareness of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal on the basis of their opinion collected through Questionnaire by using the three point scale of Satisfactory, Average and Unsatisfactory. The weight is given 3, 2 and 1 respectively for the Satisfactory, Average and Unsatisfactory.

In the view of above H_0 is rejected and H_1 is accepted. (There is significant Awareness of the Service Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal)

P value (0.4782) is less than the significance level (5%) so reject the null hypothesis and accepted alternative hypothesis. X^2 Test has been used for testing hypothesis

2. Influence of Service Marketing Mix among the Online Customers

Table:3

Classification of Respondents on the basis of their Influence of the Service Marketing Mix in the Online Purchases

Taluk	Categories of Respondents on the basis of Three point of Scale
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	Opinion of the Respondents		
	Satisfactory	average	unsatisfactory
	Weight 3	Weight 2	Weight 1
Thiruvananthapuram	39	24	05
Neyyatinkara	30	20	10
Nedumangadu	36	24	06
Chirayinkeezhu	30	20	10
Total	135	88	31

Source: Primary Data

The Table 2 shows that majority of the Respondents have satisfactory with the Influence of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal on the basis of their opinion collected through Questionnaire by using the three point scale of Satisfactory, Average and Unsatisfactory. The weight is given 3, 2 and 1 respectively for the Satisfactory, Average and Unsatisfactory.

In the view of above Ho is rejected and H1 is accepted. (There is significant Influence of the Service Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal)

P value (0.3628) is less than the significance level (5%) so reject the null hypothesis and accepted alternative hypothesis. X² Test has been used for testing hypothesis

3. Components of Service Marketing Mix among the Online Customers

Table:4

Classification of Respondents on the basis of their Components of the Service Marketing Mix in the Online Purchases

Taluk	Categories of Respondents on the basis of Three point of Scale		
	Opinion of the Respondents		
	Satisfactory	average	unsatisfactory

	Weight 3	Weight 2	Weight 1
Thiruvananthapuram	30	20	10
Neyyatinkara	36	20	08
Nedumangadu	30	20	10
Chirayinkeezhu	36	24	06
Total	132	84	34

Source: Primary Data

The Table 3 shows that majority of the Respondents have satisfactory association with the Components of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal on the basis of their opinion collected through Questionnaire by using the three point scale of Satisfactory, Average and Unsatisfactory. The weight is given 3, 2 and 1 respectively for the Satisfactory, Average and Unsatisfactory.

In the view of above H_0 is rejected and H_1 is accepted. (There is significant association of the components of the Service Marketing Mix on the purchasing habits of Online Customers for the selection of their Products from the Online Portal)

P value (0.3282) is less than the significance level (5%) so reject the null hypothesis and accepted alternative hypothesis. X^2 Test has been used for testing hypothesis

Findings of the Study

1. The majority of the Respondents have satisfactory with the Influence of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal
2. The majority of the Respondents have satisfactory with the Influence of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal

3. The majority of the Respondents have satisfactory with the Components of the Service Marketing Mix (Product, Price, Place, Promotion, People, Process and Physical Evidence) on the purchasing habits of Online Customers for the selection of their Products from the Online Portal

Suggestions and Recommendations of the Study

1. Give more Awareness Programmes of Service Marketing Mix to the different Online Customers for the purchase of their Products from the Online Portal.
2. Provide adequate influence of Service Marketing Mix to the different Online Customers for the purchase of their Products from the Online Portal.
3. Impart more comparison of Service Marketing Mix (seven P's) with Marketing Mix (4 P's) to the different Online Customers for the purchase of their Products from the Online Portal.

Conclusion of the study

Marketing Mix is very much important for the product and services to be enter into the mind of the Customers. Especially the Service marketing Mix includes People, Process and Physical evidence apart from the usual Marketing Mix. All of these factors are necessary for optimum service delivery to online customers in Kerala.

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ISSN: 0474-9030
Vol-68-Issue-1-January-2020

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