



A STUDY ON ONLINE BUYING BEHAVIOUR OF PREGNANT LADIES

Mrs.N.Kiruthika

Assistant Professor, Department of Management Studies

Dr.N.G.P Arts and Science College, Coimbatore

Mr. S.Siddharthan

Assistant Professor, Department of Electronics and Communication Engineering

SNS College of Engineering, Coimbatore

Abstract: This study aims to explain the implementation of methodologies used for promoting product and services through the web for healthy gestation welfares. As the use of digital media for health promotion has become more and more common, descriptive studies exploring current and innovative promoting methods will enhance the understanding of effective strategies and best practices. This study supports the employment of digital promoting as a very important avenue for delivering health messages and directive internet users to credible sources of data. The chance to achieve massive, nevertheless targeted audiences, together with the flexibility to watch and value metrics to optimize activities throughout a campaign could be a powerful advantage over ancient promoting techniques. Health organizations will use the results and insights of this study to assist inform the look and implementation of comparable Web-based activities.

Key words: Online Marketing, Pregnant women, Impact, Website

Introduction

Online marketing is a set of tools and methodologies used for promoting products and services through the internet. Online marketing includes a wider range of marketing elements than traditional business marketing due to the extra channels and marketing mechanisms available on the internet.

Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Online marketing connects organizations with qualified potential customers and takes business development to a much higher level than traditional marketing. Online marketing combines the internet's creative and technical tools, including design, development, sales and advertising, while focusing on the following primary business models:

- E-commerce
- Lead-based websites
- Affiliate marketing
- Local search

Online marketing is also known as internet marketing, web marketing, digital marketing and search engine marketing (SEM). Pregnant ladies lack time as do sleep deprived fathers. They seek convenience and their reference to old purchasing habits is thrown out the window along with any brand loyalty. If they stop by target for some baby supplies and see the milk and the shampoo and the underwear, they are more likely to purchase it all from target even if this wasn't previously a habit.

In this situation convenience outweighs habit. If the change occurs once, it's more likely to happen again and again until the old habit is changed and a new habit formed.

The challenge was how to know when a woman was pregnant to change her purchasing habit before the baby was even born. Because once the baby was born and recorded on the public birth registry, the new family would be targeted by any brand selling baby products and the difficulty to ensure target was at the difficulty to ensure target was at the forefront of their purchasing mind would increase significantly.

Consumer Characteristics

These customer characteristics will be studied specifically for the online customers. The characteristics will be studied to segment the online consumer by analyzing:

- The customer's demographics
- Life patterns concerning Online Behavior, such as how much the consumer uses the Internet, & for what purposes.

Objectives Of Online Marketing

- **Increase revenue**

The primary goal of any marketing strategy is ultimately to increase revenue, and internet marketing is no exception. Thankfully, the internet provides plenty of opportunities for every business to improve their bottom line.

- **Build a brand**

Internet marketing objectives often include building a brand. This means not only establishing your logo and company name in the minds of consumers, but also what your company stands for.

- **Improve local SEO**

Many small businesses, as well as companies focused on increasing sales in specific geographic regions, focus much of their marketing efforts on improving their local SEO. This means optimizing various elements on their sites in order to attract local customers who are looking for the services they provide.

- **Increase qualified traffic**

Every business owner wants to see numbers rise in terms of visitors to their site and landing pages. However, those numbers are meaningless if they aren't the right kinds of traffic. Not every visitor to your site is going to make a purchase.

- **Manage online reputation**

In an age when anyone with a computer or smartphone can post their opinions about companies, products, and services for the whole world to see, it's important for businesses to maintain a solid online reputation. This means monitoring your company's name, maintaining social profiles, and responding to bad reviews accordingly.

• **Become an influence in your field**

Every industry has a few well-known individuals or companies that others look to as thought leaders. They stay at the forefront of new technologies and ideas, and are often the first to share new information.

Unfortunately, every industry only has a particular amount of room at the top. The people who become experts and influencers are those who strategically position themselves to give out great advice and information, often without much obvious monetary gain.

Advantages Of Online Marketing

- Low costs : large audiences are reachable at a fraction of traditional advertising budgets, allowing businesses to create appealing consumer ads.
- Flexibility and convenience: consumers may research and purchase products and services at their leisure.
- Analytics: Efficient statistical results are facilitated without extra costs.
- Multiple options : Advertising tools include pay-per-click advertising, email marketing and local search integration (like Google maps).
- Demographic targeting : Consumers can be demographically targeted much more effectively in an online rather than an online process.

The main limitation of online marketing is the lack of tangibility, which means that consumers are unable to try out, or try on items they might wish to purchase. Generous return policies are the main way to circumvent such buyer apprehension. Online marketing has outsold traditional advertising in recent years and continues to be a high-growth industry.

Drawbacks Of Online Marketing

- Dependability on technology.
- Security, privacy issues.
- Maintenance costs due to a constantly evolving environment.
- Higher transparency of pricing and increased price competition.
- Worldwide competition through globalization.
- No instant trust.
- Competition.
- Skill and knowledge required.

Impact Of Online Marketing

Online business has grown immensely. There are millions of website on internet trying to reach prospective customers . Internet has reached every corner of the world. Nearly 80% of world population seek internet for information . The market reach has expanded. Number of e-commerce websites have risen in a short span .

Online shopping has become a trend .With online marketing , both business and buyers are getting benefitted. The impact can be judged by rising numbers of tools and technologies to provide assistance to customers and measure the results . Billion dollars are spending on advertising on internet. It shows the clear picture of effect of internet marketing on business. The impact of business promotion is over as millions of marketers are making huge profits.

Top 10 Websites Especially For Pregnant Ladies

- Fit Pregnancy.
- Cloud Nine.
- Pregnancy Magazine.
- Well Rounded NY.
- Mother Rising.
- Knocked-up Fitness Blog.
- Bun Maternity.
- Owlet Baby Care.
- Google News – Maternity.
- Pink Blush Blog.

Review Of Literature

Szymanski, D and Hise, (2000) studied *e-Satisfaction: An Initial Examination* from Texas A&M University. The objective of the study was to find the determinants of satisfaction. They have examined the role of online convenience, merchandising, site design and transaction security in consumer e-satisfaction. For the study they have identified 2108 online shoppers and e-mailed the survey and received 1007 responses. They found that out of all four factors the most important factor were in consumer satisfaction assessments are site design and convenience followed by online security play an important role in e-satisfaction. Good site design includes having fast, uncluttered, and easy-to-navigate sites. Convenience includes saving time and making browsing easy.

Guy, Banim & Green, (2001) studied development in fashion trends has led to designing and production of maternity wear that is trendy and comfortable making expectant women feel gorgeous during pregnancy.

Kolsaker and Payne (2002), had studied gender based trust concerns in e-commerce. Their study includes survey of 150 people split 75 male and 75 female by using convenience sampling. They have identified that gender does not influence trust levels in online shopping. They break down online trust into three elements--security, integrity and confidentiality. They identified that majority of consumers were concerned with the security of payment details online. They also found that consumers were more concerned with secrecy in terms of the privacy of personal information given over the Internet.

Wang, M. (n.d.) (2003). has done a study on *Assessment of E-Service Quality via E-Satisfaction in E-Commerce Globalization*. His primary focus was on to access e-service quality via customer's e-satisfaction. He used three e-satisfaction methods which were text comment (writing comments related to e-retail store from where customers purchases), categorize drafting (filling a questionnaire) and overall rating. He found that high quality e-service is the key to success for e-retailers doing business in competitive global e-commerce environment. Along with that, it is necessary for e-retailer to build trust among the customers by satisfying customers.

Plessis, P., Mostert, P., North, E. (2004), studied *Period of Internet Usage: An Indicator of the Buying Behavior of Internet Users*. They had studied the relationship between the Period of Internet usage and Online buying behavior of Consumer. They have used data collection method and 1005 responses were received. They found that the period of Internet usage noticeably influenced the decision to purchase via the Internet. Another finding was that the period of Internet usage considerably influenced whether those shopping on the Internet searched for, or considered searching for, product and service information online prior to purchasing from non-Internet-based sellers.

Mostaghel, R. (2006), studied *Consumer Satisfaction: Service Quality in Online Purchasing In Iran*. They have conducted a survey of 500 respondents with the help of Questionnaire. They have studied the most dimensions of service quality that affects consumer satisfaction in online purchasing in Iran. They found that the most important factor in service quality is fast access followed by design of website and 24*7*365 user accessibility and brand image of service provider.

Haque, A., Khatibi, and Khaizurah Karim((2006)have done study on *E-shopping: Current Practices and Future Opportunities towards Malaysian Customer Perspective*. The aim of the study was to establish a preliminary assessment, evaluation and understanding of the characteristics of Internet shopping in Malaysia. They have developed a structured questionnaire as data collection tool and done the survey of Internet users who were willing to give response. The sample size was 450. They found that there is a significant relationship between internet shopping and shopping through TV/telephone. They also found that the major reason not to purchase from internet was lack of confidence and trust in using internet to purchase product along with lack of awareness related to benefit from internet purchase. They also recommended that the website should be designed such as way that not to confuse the Malaysian online potential customer. E-retailers must develop a privacy policy for their customers on discloser on personal information in order to reduce the concern for privacy.

Brown, B., Oleksik, G., Bisdee, D (2007). Studied *Consumer attitude review internet shopping*. The aim of the research was to establish how consumers perceive the internet as a sales channel, the reasons for using it or not using it, how consumers use the internet to purchase goods/services and their experiences of such use. The study investigates the factors affecting internet purchasing behavior such as consumer attitude, belief, personality, nature of website and so on.

Othman, N. (2008). studied *Integrating consumer trust in building an e-commerce website*. His research aims to find a practical solution on how to integrate trust during the design and development process of an e-commerce website. The research examines consumers' trust and behavior by understanding the concept of trust, reviewing several trust related models, mechanisms. He found that consumer characteristics have direct influenced on consumer purchasing intentions while web merchants should have trustworthiness characteristics such as ability, integrity and benevolence for consumer to evaluate and decide.

Delafrooz, N., Paim, L., Haron, S., Sidin, S., Khatibi, A. (2009). Studied *Factors affecting Students' attitude toward online shopping*. The aim of their study was to examine the significance of attitude toward online shopping. They have adopted questionnaire as a data collection tool and done survey of 500 post graduates students with the help of random survey. They have studied factors related to online shopping orientation (includes Utilitarian Orientation and Hedonic orientation) and perceived benefit (includes

Homepage, Wider selection, Price, Customer service, fun) that affect attitude toward online shopping. The findings suggest that utilitarian orientations, convenience, price and wider selection are an important determinant of consumer's attitude toward online shopping.

Noopur, (2012) , studied maternity wear are made with lots of ease that accommodates the changes that take place during 3 pregnancy thus providing comfort and good fit.

Sohn (2013), highlighted that maternity wear that made expectant women look bigger during pregnancy have long been discarded.

Summiya Sultana, Md. Tabraz,(2017) *BGMEA University of Fashion & Technology*.During pregnancy there is an evident change in the physical appearance of a woman's body. The most evident change is the substantial weight gain, increased abdominal region, torso and hip, and limbs thickening. Physical changes leads to the need of a wardrobe changing, Maternity wear is a garment which is specifically designed for pregnancy stage of a woman's life in such a difficult time one's wardrobe can play a key role .Maternity style should be comfortable and accommodating to one's changing shape. Firstly, an expectant mum wants to be comfortable and cool. Hot flashes are a real thing during pregnancy! , Instead of cotton I used "Saree" as a main material for making maternity wear dress. The next factor is the shape and silhouette of the clothes. Pleats on the chest, empire waistlines, flared sleeves and gather look stylish as well as keep one comfortable. Long skirts are easy and comfortable. The aim of this study is to determine the problems of maternity garments on fit and to reveal the difficulties during buying maternity clothes.

Sudalaimuthu, S., Lilly, J. (n.d.). studied *Emerging Trend of E-Commerce in India*. They have studied various categories of e-commerce which include B2B, B2C, C2C, and C2B and growth of internet in India. They have used secondary data for their study purpose. They concluded that e-commerce has a huge potential and will fundamentally change the way businesses are done. It has advantages for buyers as well as sellers and this win-win situation is at the core of its phenomenal rise. Along with that, they also concluded that ecommerce has some weak links but with improvements in technology, they will be ironed out, making the e-commerce easy, convenient and secure.

Conclusion

Though online shopping is very common outside India, its growth in Indian market, which is a large customer market, is still not in line with the global market. According to India

B2C E-Commerce Report 2013, e-tailing accounts for less than 1 percent of the overall retail market in India in 2012. While it accounts for over 5 percent if the total retail market in China and 10% in the UK and the US. This shows that only a small fraction of internet users in India are currently online shoppers. The reason could be that it is not the technology but the way customers feel about high-tech purchasing that is holding back the development of the industry (Reda, 1995). Hence this is imperative that marketers understand the depth of customer intentions for this medium of retailing. It can be concluded on the basis of study that online shopping is gaining popularity among people of young generation. Higher income groups and educated people are purchasing more via e-retailing websites. People have hesitations in doing online shopping due to security concerns. At the same time people are resistant to change because of technological complexity in making online purchase. Companies involved in online retailing should focus on building trust-worthy relationship between producers and customers.

References

- Szymanski, D.M. and Hise, R.T. (2000), "E-Satisfaction: An Initial Examination," *Journal of Retailing*, Vol 76,pp 309-322.
- Guy, A., Banim, M.& Green, E. (2001). *Through the Wardrobe: Womens Relationship with Their Clothes*. Chicago. Retrieved on 24 June, 2013 from <http://www.book.googlehtml.com>.
- Ailsa Kolsaker, Claire Payne, (2002) "Engendering trust in e-commerce: a study of gender-based concerns", *Marketing Intelligence & Planning*, Vol. 20 Issue: 4, pp.206-214.
- Ming Wang (2003), "Assessment of E-Service Quality via E-Satisfaction in E-Commerce Globalization," *EJISDC*, Volume 11, Issue 1 march 2003,pp 1-4.
- P.J. Du Plessis, P.G. Mostert and E.J. North (2004), "South African Journal of Economic and Management Sciences - Period of Internet usage : an indicator of the buying behaviour of Internet users? ," *South African Journal of Economic and Management Sciences*, Volume 7, Issue 1, Mar 2004, p. 75 – 88.
- Mostaghel, Rana (2006), "Customer satisfaction: service quality in online purchasing in Iran", *Digitala vetenskapliga arkive*.
- Ali Khatibi, Ahasanul Haque and Khaizurah Karim(2006), "E-Commerce: A Study on Internet Shopping in Malaysia," *Journal of Applied Sciences*, Volume 6 (3): 696-705, 2006

Bourlakis, M; Papagiannidis, S; Fox, Helen (2007),“Consumer attitude review internet shopping”, *International Journal of E-Business Research; Hershey* Vol. 4, Iss. 3, (Jul-Sep 2008): 64-67,69,71-76.

Nur Zailan Othman, Ab. Razak Che Hussin, Akmal Rakhmadi (2008), “Trust mechanisms: An integrated approach for E-commerce website development process,” *International Symposium on Information Technology*, Issue 4(26-28 Aug. 2008): 978-1-4244-2327-9.

Sohn, M. (2009). *A Pattern Adaptation for Body Changes during Pregnancy*. A Single Case Study. A Thesis Submitted to the Faculty of the Graduate School of the University of Minnesota, PP 1-5. Unpublished. Retrieved on 24 January, 2013 from <http://www.conservancy.umn.edu>.

Narges Delafrooz, Laily H. Paim and Ali Khatibi (2009), “Understanding consumer’s internet purchase intention,” *African Journal of Business Management* ,Vol. 5(3), pp. 2837-2846, 4 April, 2011.

Noopur, A. (2012). Smart Maternity Wear-an answer to Longetivity Problem of Maternity. *Journal of Textile and Apparel, Technology and Management* . , PP 1-3. Retrieved on 30 April, 2013 from www.ojs.cnr.ncsu.edu.

<https://technopedia.com>

www.trulydeeply.com

<https://www.tutorialspoint.com>

<https://www.webfx.com>

<https://www.technopedia.com>

<https://www.wewanttraffic.com>

<https://blog.feedspot.com>

http://ictactjournals.in/paper/IJMS_V1_I3_Paper_4_136_142.pdf

<https://content.sciendo.com/view/journals/pjph/127/4/article-p159.xml>