



Consumer decision-making processes in E-Marketing and their impact on agricultural marketing

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Abstract: The Internet is the foundation of today's world. Imagining life without the Internet is difficult for customers since E-Marketing has transformed the market and the brains of the consumers, as they are able to search the Internet for information on whatever they want, anytime they want. Several theories and models have been produced by academics to describe the decision-making process of consumers, but today we need to investigate consumer behaviour in the digital realm very precisely. Therefore this study focuses on studying Consumer decision-making processes in E-Marketing and their impact on agricultural marketing.

Keywords: E-Marketing, Consumer Decision Making Process, agricultural marketing

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INTRODUCTION

As the world's third-largest Internet population, India has a population of around 575 million people, only behind China and the United States (at 275M). Urban India has 66 million Social Media users in June 2020, and this figure is likely to rise to 80 million by the middle of 2014, according to the Internet and Mobile Association of India (IAMAI). Mohammed, R. (2001) and Karakaya and Charlton (2001); Indians are embracing the Internet at a quick rate, which clearly demonstrates the country's rapid growth. Digital convergence has opened up new marketing opportunities and difficulties as human society changes. This has resulted in the Internet playing a larger role in consumer choice making. E-Marketing, Consumer Behavior, the Internet, and Websites' Contribution to Brand Enhancement and Traditional Consumer Decision Making Processes are examined in this paper. Agriculture is included as a state concern in the Constitution of India's Seventh Schedule's list II (State list). Food products, such as edible oils and oilseeds, are now included in the Concurrent List item 33 as a result of the Constitution's 3rd Amendment Act of 1954. (Basu, 1999). The Directive Principles of State Policy, included in the Indian Constitution, emphasise the significance of government investment on agriculture. The agricultural business is beset by several issues, such as environmental instability, inadequate drainage, a lack of protection, a lack of finance, and a lack of agricultural marketing infrastructure, to mention just a few.

Agricultural marketing is India's shaky link in the food chain. Through this business, 96% to 97% of sales are made in unorganized outlets. And organized merchants in India only have a 3-4 percent market share after 15 years of reform announcements. There are several problems in the agricultural marketing industry, such as an overly-controlled business committee plan, a lengthy chain of middlemen, and a lack of governmental investment in market infrastructure. Farmers are being underpaid, which has led to a

slowdown in the market. A number of agricultural marketing reform efforts have been initiated by the federal and state governments of Maharashtra in an effort to solve this problem. This study is focused on the implementation of agricultural marketing reforms in India, particularly in Maharashtra. Research also aims to examine how the vegetable value chain develops in the context of changes and their implementation via real policy interventions.

Concerning agricultural marketing, this thesis aims to explore crucial themes such as the role of online decision-making and the evolution of electronic marketing, as well as how customers make purchasing decisions.

METHODOLOGY

Primary data

For the collection of data and information following questionnaires are used were Questionnaire for homes of consumers, A survey for wholesalers, retailers, and other authorities and A questionnaire for customers to assess their level of product knowledge.

Secondary data

Other secondary data is gathered using well-known national and international publications, magazines, government bulletins, library books, published or unpublished dissertations on this subject, and other websites.

Period of the study

The analysis covers the previous five years. The rationale for picking this time period is that it is at this time that many brands of consumer durable items are introduced to the market on a large basis. Aside from that, throughout the research, consumer behaviour and marketing trends for consumer durable items have been on the rise.

Statistical tools and techniques used

The data for this study will be analyzed for purchase decisions, location of purchases, and frequency of purchases using various types of statistical methods such as tables, charts, graphs, figures, and diagrams, among others, for the interpretation and relationship between data values of the study such as percentage, average, standard deviations, co-relation, and other related tools.

RESULT AND ANALYSIS

Ownership of consumer durable products

Table 1 shows the total number of consumers that owned and bought consumer durable items in the Chhatarpur district, including both rural and urban regions. When selecting these items, quality and pricing are highly significant considerations. In the case of television, Ghuwara village has 186 (60 percent), Chandla has 195 (65 percent), and in urban Chhatarpur areas. In the case of radio, Ghuwara village has 204 (68 percent), Chandla has 222 (74 percent), and areas such as Ghuwara has 96 (32 percent), Chandla

has 108 (36 percent).

Table 1: Ownership and Purchase's of Consumer Durables in the Selected Sample Villages of Chhatarpur District (2020)

Name of Village	No. of Households	No. of Selected Households	T.V.	Radio	Tape Recorder	VCD/DVD/VCP	Refrigerator	Washing M/c.	Water Purifying M/c.	Mixer & Grinder	Microwave Oven	Air-Conditioner	Fans	Emergency Lamps
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
Ghuwara	1960	300	180 (60%)	204 (68%)	96 (32%)	112 (37%)	96 (32%)	30 (10%)	—	72 (24%)	—	—	120 (40%)	90 (30%)
Chandla and	2290	300	195 (65%)	222 (74%)	108 (36%)	132 (44%)	114 (38%)	36 (12%)	—	108 (36%)	—	—	144 (48%)	126 (42%)
Chhatarpur	1515	60	53 (89%)	28 (47%)	50 (84%)	29 (48%)	54 (90%)	36 (60%)	10 (16%)	46 (76%)	17 (28%)	12 (20%)	51 (85%)	47 (78%)

Brand familiarity

Table 2 details the brand similarity or brand familiarity of consumer durable products in the Chhatarpur district, such as the T.V. brand having too many similar or familiar names of the T.V.'s, there is the same little difference between each and every brand, which is why the respondents are to be confused while purchasing the T.V. from the market, this happens in the rural areas respondent, so many times because they are not cope with the product, Respondents from rural-urban settings who are literate are more cautious and attentive about their purchases and preferences.

Table 2: Brand Familiarities in the Rural-Urban Market of Chhatarpur District (2020)

Name of Product	Brand Familiarity
T.V.	L.G., Videocon, Philips, Sony, BPL, Aiwa, Akai, Samsung, Sansui, Ketan, Meltron, Onida, T-Series, Texia, Optonica, Nelco, etc.
Radio	Bush, Philips, Marphy, Sony, L.G., Weston, Nelco, Dyanora, Crown and others.
Taperecorders	Bush, L.G., Videocon, Philips, Bajaj, Sony, Aiwa, Akai, Sansui, Keltron, Onida, Phirfex, Intext, Nelco, etc.
VCD/VCR/DVD	Bush, L.G., Videocon, Philips, Bajaj, Sony, Akai, Sansui, Keltron, Onida, Nelco, Delco, Intext, others.
Refrigerator	Whirpool, Godrej, L.G., Videocon, Philips, Sony, Sansui, Samsung, Onida, T-Series, others.
Washing Machine	Videocon, Bush, L.G., Philips, Sony, Sansui, Samsung, Onida, Bajaj, BPL, T-Series, etc.
Water Purifying M/c.	Pure It, Forbes, Zero-B, Godrej, Bajaj, Philips, Sony, Kent's, BPL, etc.
Mixer & Grinder	Anjali, Pollar, Joaty, Philips, Sony, L.G., Bajaj, BPL, Bush, Videocon, Samsung, other Local Brands.
Airconditioner	L.G., Sony, Alloyd, Godrej, Philips, Videocon, Icy, Abhay, Voltas, Carrier.
Fans	Meltron, Cello, Bush, Ralifan, Polar, Usha, BPL, Khetan, Bajaj, etc.

Credit and debit cards purchase facility

Table 3 deals with the debit and credit card facilities provided by sellers to customers, which have a

positive impact on the promotion of consumer durable products. The percentage of people who use debit and credit cards in urban areas is 192 (64 percent), which is quite high, and the percentage of people who use them in rural areas is 168. (28 percent). It suggests that highly qualified and literate responders are utilising this facility to acquire long-lasting goods. It is simple to assist and beneficial to both buyers and sellers.

Table 3: Factor Influencing Purchases of Durable Products as Credit and Debit Card's Facility in Chhatarpur District (2020)

Respondents	Greater Extent	Some Extent	Very Little Extent	Total
Rural Areas	168 (28%)	84 (14%)	348 (58%)	600 (100%)
Urban Areas	192 (64%)	93 (31%)	15 (5%)	300 (100%)
Total :	360 (40%)	177 (14.66%)	363 (40.33%)	900 (100%)

CUSTOMER'S EMPHASIS WHILE BUYING THE CONSUMER DURABLE PRODUCTS IN THE SELECTED SAMPLE VILLAGES

Table 4: Customer's Emphasis While Buying Consumer Durables IN the Selected Sample Villages of Chhatarpur District (2013)

S.N.	Aspects of Emphasis	TYPE OF CUSTOMERS IN RURAL/URBAN AREAS						
		A	B	C	D	E	F	G
1.	Brand Image	46 (18%)	64 (25.08%)	62 (28%)	18 (20%)	10 (23%)	05 (30%)	07 (50%)
2.	Quality	26 (10%)	38 (15%)	26 (12%)	13 (14%)	07 (15%)	02 (10%)	--
3.	Price	65 (25%)	50 (20%)	53 (24%)	25 (28%)	13 (30%)	06 (40%)	04 (25%)
4.	Guarantee	26 (10%)	31 (12%)	30 (14%)	08 (9%)	04 (10%)	--	01 (05%)
5.	Durability	21 (08%)	26 (10%)	13 (16%)	09 (10%)	02 (04%)	--	--
6.	Credit and Payments	18 (07%)	28 (11%)	20 (09%)	11 (12%)	06 (13%)	03 (03%)	--
7.	After Sales Service	16 (06%)	18 (07%)	15 (07%)	07 (08%)	02 (06%)	--	03 (20%)
	Total :	260 (100%)	255 (100%)	220 (100%)	90 (100%)	44 (100%)	16 (100%)	15 (100%)

NATURE OF INFORMATION COLLECTED BY PURCHASERS IN THE SELECTED

SAMPLE VILLAGES

Table 5 deals with the price of specific brands in rural and urban areas as 150 (25%) and 75 (25%) followed by the availability of various durable products in rural area is 120 (20%) and urban area 60 (20%), then nature and information is taking into consideration as to cash discounts and rebate on purchases of the products is asked and credit facility enquired by them atleast respondents are enquired about the price of accessories as (12%) and made the purchases of consumer durable products.

Table 5: Nature of Information Collected by Purchaser in the Selected Sample Villages of Chhatarpur District (2013)

Information	No. of Purchasers		No. of Sellers in the Areas (20+20+20)	Percentage
	Rural Area	Urban Area		
Availability of various products	120	60	60	(20%)
Price of Specific Brands	150	75	60	(25%)
Availability and Price of Accessories	72	36	60	(12%)
Cash Discounts Rebates	90	45	60	(15%)
Credit Facility	72	36	60	(12%)
Term of Sale	48	24	60	(08%)
Literatures and other information	48	24	60	(08%)
Total :	600 (100%)	300 (100%)	60 (100%)	(100%)

FACTORS AFFECTING ON PURCHASE AND PREFERENCES OF CONSUMER DURABLE PRODUCTS

(A) MOTIVATION:

Table 6: Analysis of Rational Purchasing Factor as Motivation In Selected Sample Areas of Chhatarpur District (2013)

Respondents	Very High	High	Moderate	Low	Very Low	Total
Rural Area	223 (37.21%)	174 (29%)	51 (8.53%)	88 (14.73%)	66 (11%)	600 (100%)
Urban Area	46 (15.25%)	174 (58%)	60 (20%)	15 (5%)	06 (2%)	300 (100%)
Total :	269 (26.23%)	348 (43.58%)	111 (14.26%)	103 (10.86%)	72 (11%)	900 (100%)

In the above Table 6 is the analysis of the rational purchase factors motivation is made the proportion of

consumer shows that there is a significant difference at 5% level of significance amongst the responses given by the respondents in the rural areas as well as in the urban area. The high motivation in urban area is 174 (58%) and very high motivation in the rural area is 223 (37.2%) but some time rural area motivation is very low i.e. 66 (11%) and urban area is 06 (2%) it means that this factor is affected on purchases and preferences of durable goods.

(B) PERSONALITY

Table 7: Analysis of Rational Purchase Factor as Personality In Selected Sample Areas of Chhatarpur District (2013)

S.N.	Respondents	Generally Stable	Egoistic	Self Centered	Open Hearted	Total
1.	Rural Areas	72 (12%)	36 (6%)	60 (10%)	433 (72.10%)	600 (100%)
2.	Urban Areas	90 (30%)	54 (18%)	111 (37%)	45 (15%)	300
	Total :	162 (21%)	90 (12%)	171 (23.50%)	478 (43.55%)	900 (100%)

Table 7 analysed that the personality from rural-urban area also effects on the purchases and preferences of consumer durables in rural areas 72 (12%) personality is stable, 36 (6%) is egoistics, 60 (10%) is self-centered whereas 433 (72%) are open minded which is very high in the society. In urban 90 (30%) is self-centered, and 45 (15%) open hearted, it means that, urban peoples are more self-centered and egoistics than rural one. Therefore the marketer known the fact while selling the durable products in the market. They more concentrate on the egoistics and open hearted peoples.

(C) ATTITUDE:

Table 8: Analysis of Rational Purchase Factor as Attitude, in the Selected Sample Areas of Chhatarpur District (2013)

S.N.	Respondents	Positive Attitude	Negative Attitude	Total Positive	Total Negative	Total
1.	Rural Areas	144 (24%)	48 (8%)	348 (58%)	60 (10%)	600 (100%)
2.	Urban Areas	114 (38%)	36 (12%)	138 (46%)	42 (14%)	300 (100%)
	Total :	258 (31%)	84 (10%)	486 (52%)	102 (12%)	900 (100%)

Table 8 highlights on the positive attitudes can helps to purchase and preference to greater extended, in rural areas, positive is 144 (24%), 48 (8%) negative attitude, total positive attitude 348 (58%) which is very

high in the respondents to help purchases, where as in urban area 114 (38%) positive attitude converted into total positive as 138 (46%) which is high and negative attitude cannot be support to the purchases which is 36 (12%) and 42 (14%) in the urban area as well. So that the marketer can focus on high positive respondents for their purchases of consumer durable products.

(D) PERCEPTION:

Table 9: Analysis of Rational Purchase Factor as Attitude, in the Selected Sample Areas of Chhatarpur District (2013)

S.N.	Respondents	Positive Perception	Negative Perception	Total Perception	Total Negative Perception	Total Perception
1.	Rural Areas	168 (28%)	36 (6%)	378 (63%)	18 (3%)	600 (100%)
2.	Urban Areas	96 (32%)	30 (10%)	162 (54%)	12 (4%)	300 (100%)
	Total :	264 (30%)	66 (66%)	540 (60%)	30 (3.33%)	900 (100%)

Source : Field Survey (2013)

Table 9 reveals that the rational purchase factor as perception is effects on the preferences of consumer durable products in the rural areas i.e. positive perception is 166 (28%) and in the urban areas is 96 (32%) which is high in urban area but the sometime negative perception rural area is 36 (6%) and in the urban areas 30 (10%), but total negative perception in both the areas is very less, it reflects as to significant level to aprecial in the consumer durable products purchases and preferences.

(E) LEARNING:

Table 10: Analysis of Rational Purchasing Factor as Learning in The Selected Sample Area of Chhatarpur District (2013)

S. N.	Respondents	Positive Learning	Negative Learning	Total Positive Learning	Total Negative Learning	Total Learning
1.	Rural Areas	168 (28%)	78 (13%)	288 (48%)	66 (11%)	600 (100%)
2.	Urban Areas	96 (32%)	24 (8%)	162 (54%)	18 (6%)	300 (100%)
	Total :	264 (24.33%)	102 (11.33%)	450 (50%)	84 (4.33%)	900 (100%)

Table 10 reveals that the learning also effects on the purchases and preferences of the consumer durable products in the rural and urban areas of the Chhatarpur districts as such, the positive learning in the rural areas is 168 (28%), in the urban areas is 96 (32%) and negative learning in rural areas is 78 (13%) and urban is 24 (8%) only. It means total positive learning effects positively and make the purchases as more in

the urban areas of the Chhatarpur district.

CONCLUSION

Consumer durable items have become an integral part of people's lives nowadays. The average person's day begins with the usage of consumer durable goods. To overcome demands in order to live a more efficient and successful life with the aid of consumer durable items. T.V., Radio, Tape-Recorders, VCD/VCR/DVD, Refrigerators, Washing Machines, Water Purifying Machines, Mixers and Grinder, Food Processors, Microwave Ovens, Air Conditioners, Air Coolers, Fans, Vacuum Cleaners, and Emergency Lamps, to name a few.

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