

A Study on Online Marketing Mix and its Influence on Consumer Purchase Decision

BRISKILLA.D

II Year PG Student, PG Department of Commerce (General), S. A. College of Arts & Science, Chennai, India

Email Id: priskilap674@gmail.com

GIRITHAR.S

II Year PG Student, PG Department of Commerce (General), S. A. College of Arts & Science, Chennai, India

Email Id: girithar05072004@gmail.com

ABSTRACT:

Online marketing has become an essential part of today's business strategies because of fast digital growth and more people using the internet. The online marketing mix, which includes product, price, place, promotion, people, process, and physical evidence, greatly affects how consumers decide to buy. This study aims to examine how different aspects of the online marketing mix influence consumer buying behavior. It relies on secondary data gathered from books, journals, and online resources. The results show that elements like online promotions, pricing strategies, product details, and convenience of purchase have a major impact on consumer buying decisions in the digital market.

Keywords—Consumer purchase Decision, Digital marketing, Consumer behaviour, E-Commerce.

INTRODUCTION:

The fast expansion of the internet and digital technologies has greatly transformed how businesses promote their products and services. Online marketing has become a crucial aspect of business strategy as consumers increasingly rely on websites, mobile applications, and social media to find information and make buying choices. In comparison to traditional marketing, online marketing provides a broader reach, greater convenience, and better cost efficiency.

The online marketing mix is an adaptation of the traditional marketing mix tailored for the digital landscape. It encompasses elements like product, price, place, promotion, people, process, and physical evidence. These components are essential for attracting customers, delivering value, and establishing trust in online markets. Proper management of the online marketing mix enables businesses to shape consumer perceptions and purchasing behavior.

Consumer buying decisions in the online space are affected by several factors, including product

details, pricing, online promotions, reviews, website usability, and delivery options. Grasping how the online marketing mix impacts consumer purchase decisions is vital for businesses aiming to thrive in the digital marketplace. This study aims to examine the effect of the online marketing mix on consumer purchasing decisions.

OBJECTIVES:

1. To assess the role of E-marketing mix on E-Commerce consumers
2. To assess the awareness level of customers about comparative advantages of products available in online shopping sites.
3. To identify key factors affecting online buying behaviour
4. To analyse the acceptance of online shopping sites as a market place among consumers.
5. To provide suggestions for improving online marketing strategies

METHODOLOGY:

A. Research Design

The research design adopted for the study is descriptive in nature. The study aims to describe and understand the influence of the online marketing mix on consumer purchase decisions based on existing information. No primary data such as questionnaire or survey has been used.

B. Data Collection Method

The study is based on secondary data. Data has been collected from marketing textbooks, research journals, articles, and reliable websites related to online marketing and consumer behaviour. The collected data has been analyzed using a qualitative approach.

C. Scope of the Study

The scope of the study is limited to analyzing the influence of the online marketing mix on consumer purchase decisions in the digital marketplace. The study covers major elements of the online marketing mix such as product, price, place, promotion, people, process, and physical evidence. It provides a general understanding of online consumer behaviour and does not focus on any specific product, brand, industry, or geographical area.

RESULT ANALYSIS:

1. Impact of Internet Technologies

- Rapid development of internet technologies has significantly influenced consumer purchase decisions in online markets.

- E-commerce platforms enable buyers and sellers from different geographical locations to interact easily, expanding global business reach.
- The internet has become an important virtual marketplace for consumers worldwide.

2. Importance of Product Information and Service Quality

- Online consumers give high importance to detailed product information, pricing transparency, and service quality while making purchase decisions.
- Improved website features, faster internet connectivity, and advanced digital technologies enhance consumer confidence in online shopping.
- Retailers providing clear product descriptions, attractive pricing, and efficient customer service are more likely to influence consumer buying behaviour.

3. Understanding Consumer Needs and Preferences

- Understanding consumer needs and preferences is crucial for successful online marketing strategies.
- Elements of the online marketing mix such as product information, promotional activities, ease of access, and service quality play a key role in shaping consumer attitudes and purchase intentions.
- Effective management of the online marketing mix positively influences consumer purchase decisions in the digital marketplace

FINDINGS:

Based on the study on online marketing mix and its influence on consumer purchase decision

- Most consumers prefer to purchase consumer goods through online platforms to meet their current and immediate needs.
- A high level of awareness about online advertisements exists among consumers due to increased usage of social media and digital platforms.
- Although consumers are aware of online advertisements, many of them do not actively respond to all advertisements, indicating advertisement overload and lack of relevance.
- Online advertisements have a positive influence on consumer purchase decisions, especially when they highlight special offers and discounts.
- Price, discounts, and product quality are the most important factors influencing consumer purchase decisions in the e-marketing environment.

- Convenience and easy accessibility significantly motivate consumers to choose online shopping over traditional retail stores.
- Timely delivery is considered by consumers, but it has relatively less influence compared to price benefits and product quality.
- Credibility of advertisements, brand value, authenticity of reviews, and after-sales services receive comparatively lower importance in online purchase decisions.
- Secure online payment systems increase consumer confidence and positively influence their attitude towards online shopping.

SUGGESTION:

- As the use of online shopping is increasing day by day, online retailers should ensure strong security and privacy measures to protect customer data and build trust.
- The place mix should be improved by ensuring faster delivery through efficient logistics and transportation systems.
- Discounts, offers, and promotional gifts successfully attract customers during festival seasons. Similar promotional strategies can also be used during non-festival periods to increase sales.
- The number of pop-up advertisements should be minimized, as consumers often find them disturbing. The use of Search Engine Optimization (SEO) can help in displaying relevant advertisements to customers.
- Consumers prefer high-quality products, but pricing should be reasonable. Instead of charging very high prices, offering products at competitive prices can attract more online buyers.
- Providing reasonable warranties and guarantees for durable and digital products will increase customer confidence in online shopping platforms.
- After-sales services should be improved by ensuring proper follow-up, support, and grievance handling to enhance customer satisfaction and encourage repeat purchases.

CONCLUSION:

The study provides a comprehensive understanding of the impact of the online marketing mix on consumer purchase behaviour in the e-commerce environment. The findings reveal that consumers increasingly prefer online shopping due to economic benefits, convenience, and time-saving factors. Various elements such as online advertisements, product reviews, discounts, special offers, brand reputation, and emerging digital trends significantly influence consumer purchase decisions.

The effective application of the 7Ps of the online marketing mix—product, price, place, promotion, people, process, and physical evidence—plays a vital role in attracting and retaining online consumers

In conclusion, the study emphasizes that well-planned and strategic online marketing practices offer significant benefits to businesses. Understanding consumer behaviour and effectively managing the online marketing mix are essential for achieving long-term success in the digital marketplace.

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