



“DIGITALISATION – A WAY TO UNDERSTAND DIGITAL CONSUMER”

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ABSTRACT

*In an age where technology has influenced every sphere of our life, marketing has not been lagging left behind. There is a revolution in the way people like to shop today and this has been brought about by the tremendous development of IT sector. Internet has made it very easy to access information and communicate across the globe. With more and more people having access to internet, online-marketing has mushroomed in the past couple of years and has entered practically every household where one or more member are surfing on net on regular basis. Marketing has entered into other service sectors such as insurance, travel and tourism NGO's, hospitals etc. All types of products from children to old are easily accessible 24*7. The lifestyle of people is so busy that they are unable to go to the crowd markets every time for shopping. That is why they prefer to do online shopping as goods are provided to their door steps which provide them a greater satisfaction and no doubt it is cost effective way of doing shopping also.*

Companies such as Google and Bing uses e-marketing to connect their customers with the best user experience. The internet provides opportunities and challenges for the four P's of marketing(product, price, place promotion) by being an unpredictable distribution channel, a powerful marketing communication and promotion tool, an effective marketing research tool and an efficient tool for segmenting and targeting consumers .Today people spend a lot of time on the internet. In addition to this many consumers feel comfortable purchasing online and value's the internet capacity for providing information about different products and service. This paper examines the key consumer behaviour regarding online /digital

marketing. An attempt has been made to study the acceptance rate of e-marketing among Delhi consumers and its impact on their purchase decisions.

Key Words: Internet, online –marketing, consumer behaviour, Search-engines.

1. INTRODUCTION

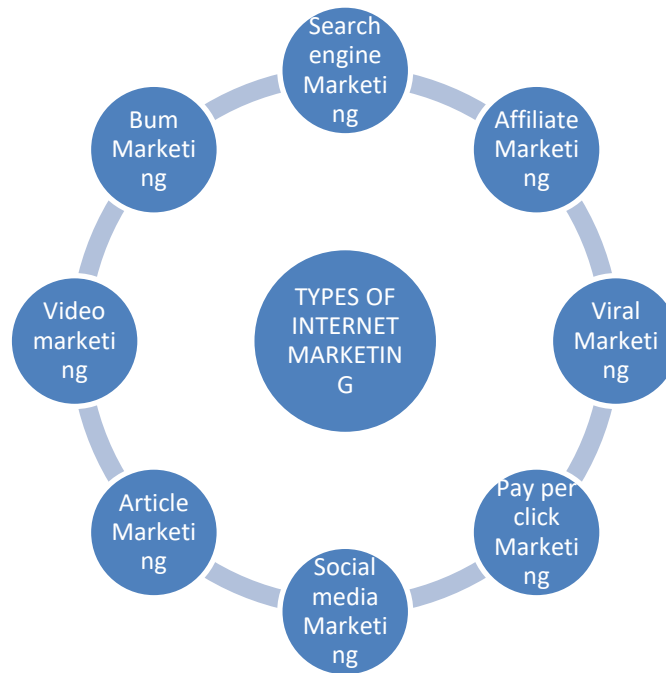
Internet marketing which is also known as web-marketing, online-marketing, webvertising referred to as the marketing of products and services over the internet. Internet marketing is considered to be broader in scope because it not only refers to marketing on the internet but also includes marketing done via e-mail and wireless media. Digital customer data and Electronic Customer Relationship Management (ECRM) and also often grouped together under e- marketing. Peters (Aug 2003) has noticed a continued shift in the apparel buying from offline to online.

Due to the extensive use of the internet, online shopping has become one of the most popular shopping styles for the consumers. Sellers sell products on the internet not only to solve the problem of time and place but it also offers lower costs and high profits. Kenny (1992) indicated that online shopping is cost effective since it saves not only the product cost but also the borrowing cost. Alba et al. (1997) also concluded that sellers can provide more products for customers to choose because they have no inventory pressure as physical stores. This is the main reason to sell products online. Internet marketing ties together the creative and technical aspect of the internet including design, development, advertising and sales.

E-marketing refers to a set of powerful tools and methodologies used for promoting products or services through the internet. Internet marketing also refers to the placement of media along many different stages of customer's engagement cycle through search engine optimization (SEO), banner advertisements on specific web sites, e-mail marketing, mobile advertising and web 2.0 strategies.

In recent scenario, a farmer has no option but to sell their produce in mandis under the jurisdiction of Agriculture Produce Market Committee (APMC). Therefore an attempt has been made to make changes in the existing APMC structure which made a provision of electronic trading and single license made for sale through NAM in local mandi. It offers online trading portal which will be a good turning point in the field of agriculture as it will allow local traders to bid for the produce. Through this the farmer has a choice to accept a local offer or online offer depending on their accessibility

1.1 TYPES OF INTERNET MARKETING



1.1.1 Search Engine Marketing: a form of marketing that seeks to promote web sites by increasing their visibility in search engine result pages (SERPs) through the use of paid placement, contextual advertising and paid inclusion or through the use of free search engine optimization techniques.

1.1.2 Social Media Marketing: The process of gaining attention through social media web sites such as Twitter, Face book, linked in.

1.1.3 Video Marketing: a type of marketing which specialises in creating videos in order to engage the viewer into buying state by presenting the information in video form and to guide them product and services . Online video is increasingly become popular among internet users and companies are viewing it a viable source of attracting the consumers.

1.1.4 Affiliate Marketing: is the process of earning money by promoting other companies products.

1.1.5 Inbound Marketing: involves creating and freely sharing informative content as a means of converting prospects into customers and customers into repeat buyers.

1.1.6 E-Mail Marketing: involves directly marketing a commercial message to a group of people using electronic mail.

1.1.7 Viral Marketing: a marketing technique that induces website or users to pass-on marketing message to other sites or users creating potentially exponential growth in the message's visibility and effect.

1.1.8 Pay per click Marketing: also called cost per click is an internet advertising model used to direct traffic to web sites in which advertisers pay the publisher when the ad is clicked.

1.1.9 Article Marketing: a type of advertising in which businesses write short articles about themselves their company, or their field of expertise as a marketing strategy.

1.2 FMCG COMPANIES ARE BETTING ON DIGITAL MEDIA FOR ADVERTISING

Digital Marketing has changed the marketing mix for FMCG sectors. Successful marketing strategies demand the right consumer insights and channel selection as the media landscape continues. FMCG companies are betting big on digital media to push their marketing and building brand image. From launching campaigns first on social media to running contests, companies are going all out to engage with their consumers. Some of the examples are:

Coca-cola India which decided to leverage on its brand ambassador, actor Salman Khan's social media pages to launch the summer campaign for 'Thumps –up'. The companies TV commercial with the tag line "Aj Kuch Toofani Kartey Hain" was first previewed on Salman Khan's facebook and twitter page before it hits the TV screen.

Perfetti Van Mella India, maker of candy and chewing gums offered a sneak preview of campaign 'Batti Jalao' for Mentos to the Mentos facebook community. It also launched banner advertising on the internet and mobile space, enabling viewers to participate in a contest to solve murder mystery offering clues on branded destinations such as mentosindia.com and mentosindia.mobi.

Nestle company tie up with Flip kart to reward the winners to contestants. To participate in the contest, Twitter users have to follow the Kit Kat India handle and include #Rich Break hash tag for every entry they make in the contest. Participants were asked to answer the questions by the Kitkat and asked their participants to post their spontaneous entry contest. Question asked by the Kit Kat goes something like this "when KITKAT went to Goa to take #Rich Break what did one figure say to the other". 6 participants were selected as winners based on their entries and each one of them was rewarded with a Flip kart shopping voucher

with Rs 1000. The grand prize offered in this contest was trip to Goa. The contest was appealed to large number of Twitter users, thus brand receives good responses from all its participants.

1.3 IMPACT OF ONLINE-MARKETING ON CONSUMER BEHAVIOUR

Consumer Behaviour is the study of what, how, when, where the consumers organizes, select, buy, use and dispose the ideas, goods and services to satisfy their wants. The study of consumer behaviour helps the marketers to better identify what causes the consumers to buy a particular goods or services. There are various factors which influences the buying process of consumers:

- Marketing factors: includes product design, price, promotion, packaging and positioning.
- Personal factors: such as age, gender, education and income level.
- Psychological factors: like motivation, learning and perception.
- Situational factors: such as physical surroundings at the time of purchase, social surroundings and time factor.
- Cultural factors: like religion, social class etc

Internet has changed the behaviour of consumers a lot because without it consumers feel restless and handicapped. Today consumers rely on the internet due to following reasons:

- ✓ **Internet shopping:** Now a day's every consumer uses internet for online shopping. Some of the largest online retailing corporations are: Alibaba, Amazon.com and e-Bay.
- ✓ **Convenience:** It becomes very easy for consumers to shop online at any time as it provides 24*7 services. Additionally, internet offers some good ways to save money and time as consumers don't stand in a queue for a long time to purchase products.
- ✓ **Technology:** The convenience based on internet is mainly due to the development of IT sector. In the last decade, organisations have realized that the new technology could impact on internet shopping deeply and thus there are many important technologies such as virtual reality and 3D techniques have been adopted to obtain competitive advantages (Clark 1989).
- ✓ **Consumer trust in internet shopping:** Mayer Davis and Schoorman (1995) defined trust as "the willingness of a party to be vulnerable to the action of another party based on the expectation that the other will perform a particular action important to

the trustier, irrespective of the ability to monitor or control that other party". (Page 712) (Cheung and Lee 2006). People while purchasing product believes that it will provide greatest value to them. Therefore E-marketing builds strong relationship with customers by providing products according to their needs and desire so that a sort of trust will maintain between the company and consumers.

2. OBJECTIVES OF THE STUDY

The research to study the consumer behaviour on E-marketing is based on the following objectives:

- 2.1 To study the awareness of E-marketing among the people in Delhi.
- 2.2 To study the acceptance of E-marketing among consumers.
- 2.3 To study the impact of E-marketing on the purchase decision of consumers.
- 2.4 To study the impact of frequency of web adds on purchase decision of consumers.

3. RESEARCH METHODOLOGY

3.1 RESEARCH TYPE: DESCRIPTIVE RESEARCH

3.2 SAMPLING TECHNIQUES: STRATIFIED SAMPLING

3.3 SAMPLE SIZE: 30

3.4 DATA COLLECTION: Data is collected through primary as well as secondary sources. Primary data is collected in the form of Questionnaire survey method. Secondary data is collected from various references as mentioned below.

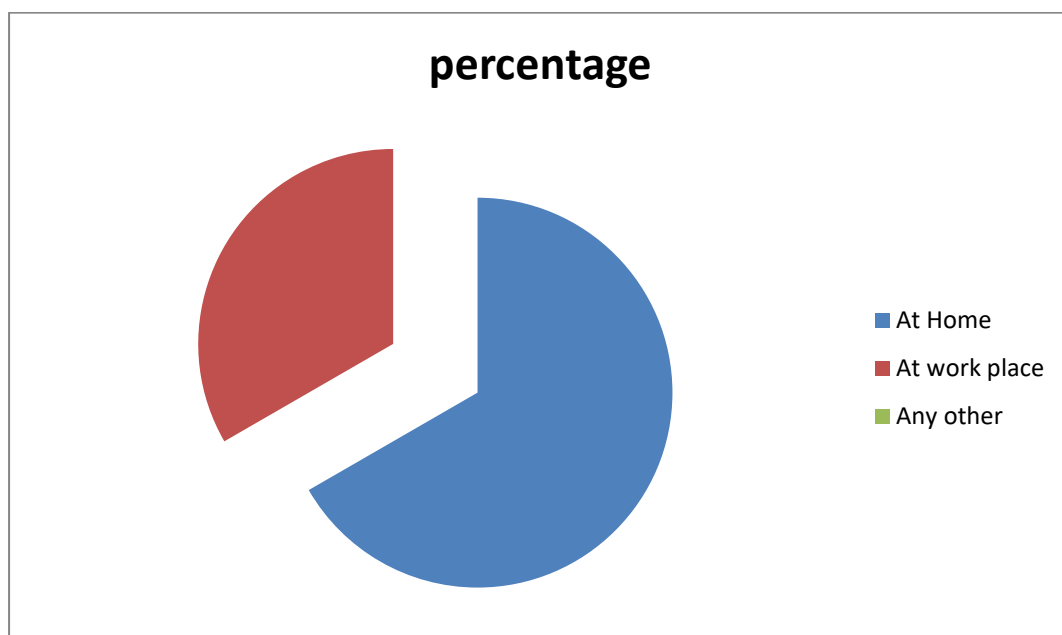
An attempt has been made to study the awareness of Delhi consumers about E-marketing. Target population selected comprises of students, Business professionals, and other educated people of urban area only. The study is undertaken by using stratified sampling in which population strata is divided according to gender, age, occupation. For the collection of data, Questionnaire was designed keeping in mind the objective of research.

4. DATA ANALYSIS AND INTERPRETATION

VARIABLES	PERCENTAGE
GENDER:	
Male	43.33
Female	56.67
AGE:	
15-20	23
20-25	17
25-30	40
30-35	03
35-40	Nil
40-45	Nil
45-50	07
50-55	10

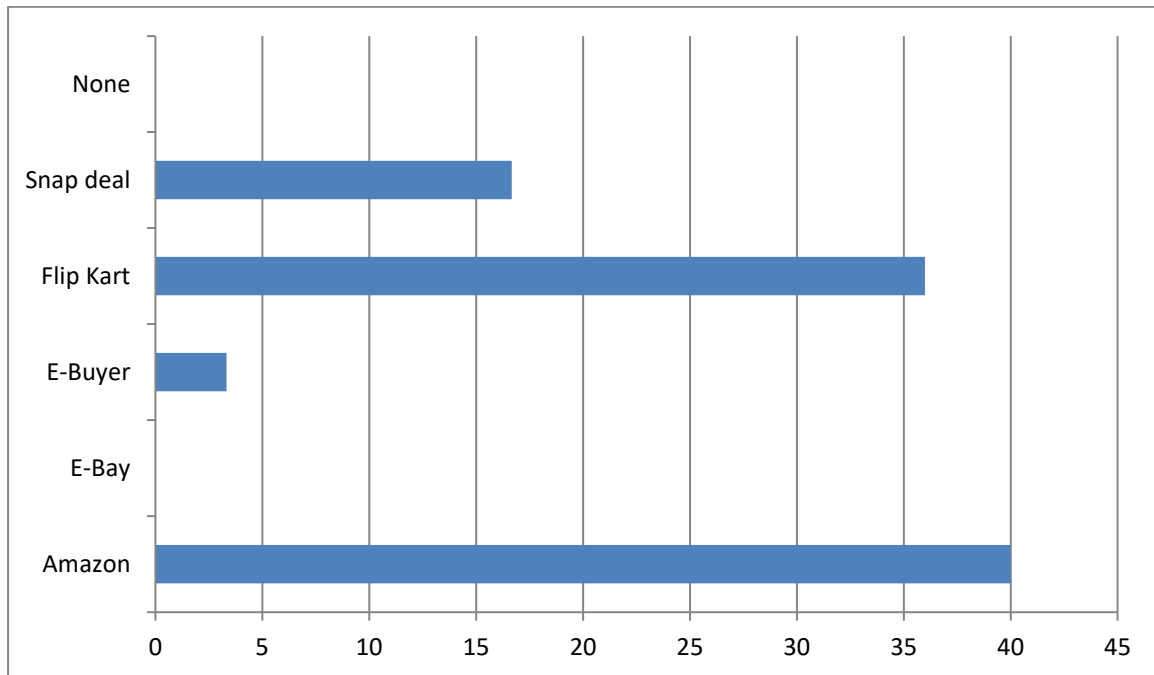
Question no 1. Where do you mostly use the internet?

At Home	66.67
At work place	33.33
Any other	None



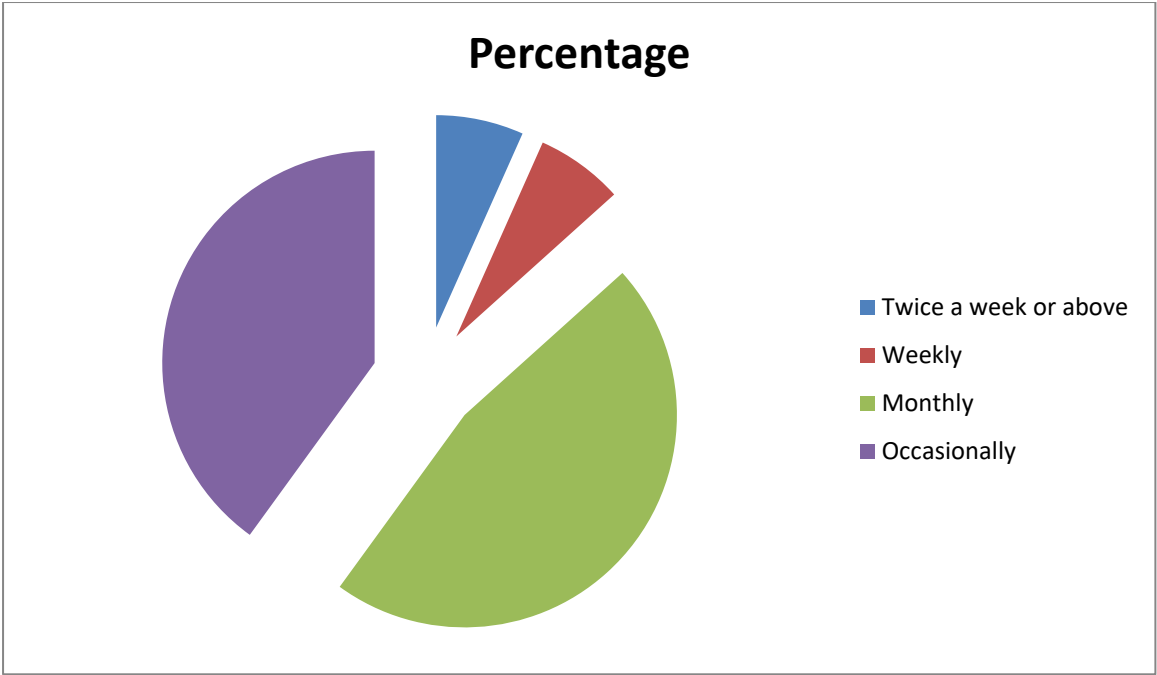
Question no 2. Which of these web-sites you are using for online shopping?

Amazon	40
E-Bay	Nil
E-Buyer	3.33
Flip Kart	36
Snap deal	16.67
None	3.33



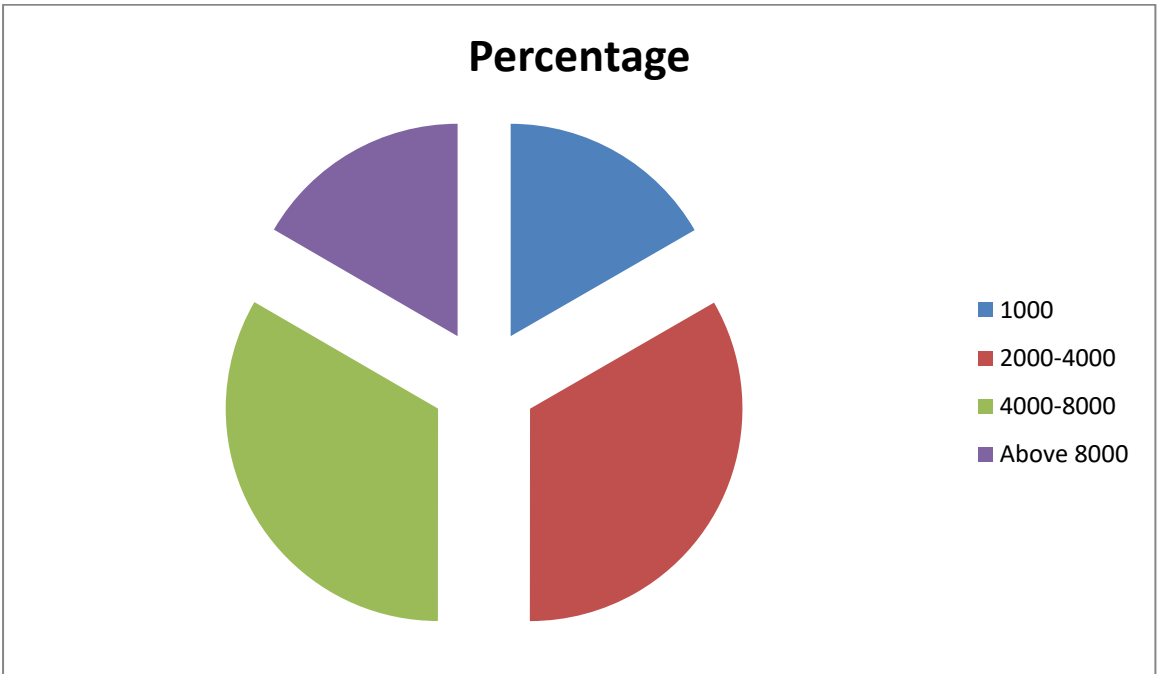
Question no 3. How often do you have online shopping?

Twice a week or above	6.67
Weekly	6.67
Monthly	46.67
Occasionally	40



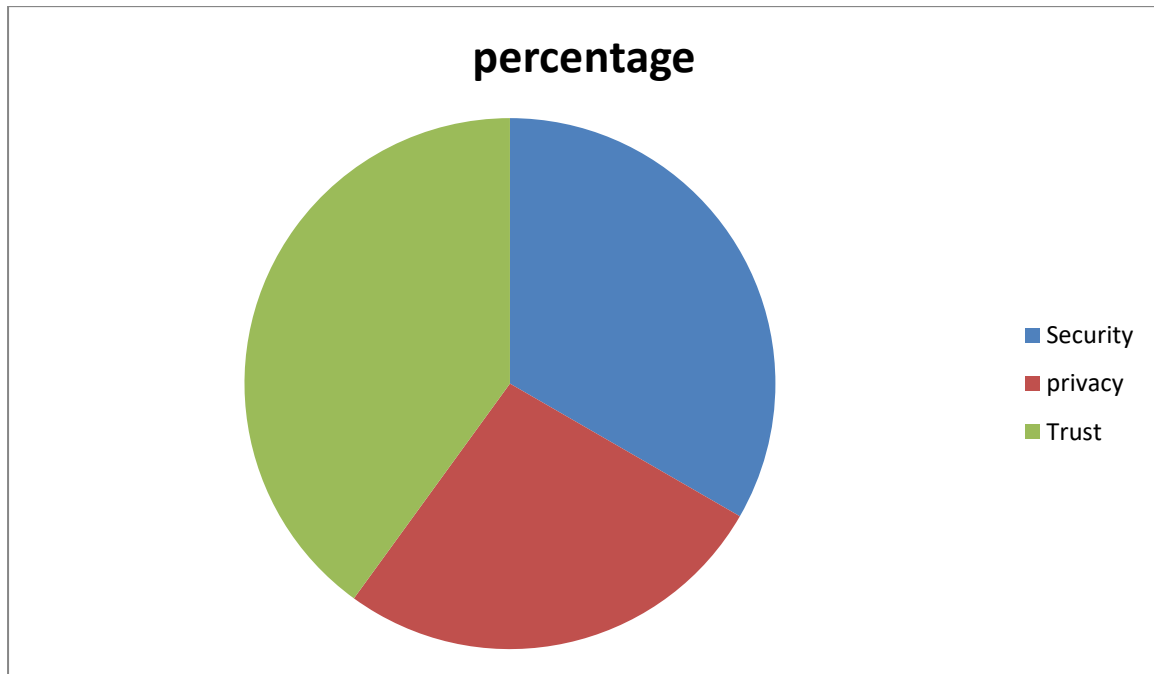
Question no 4. How much do you usually spend on online shopping?

1000	16.67
2000-4000	33.33
4000-8000	33.34
Above 8000	16.63



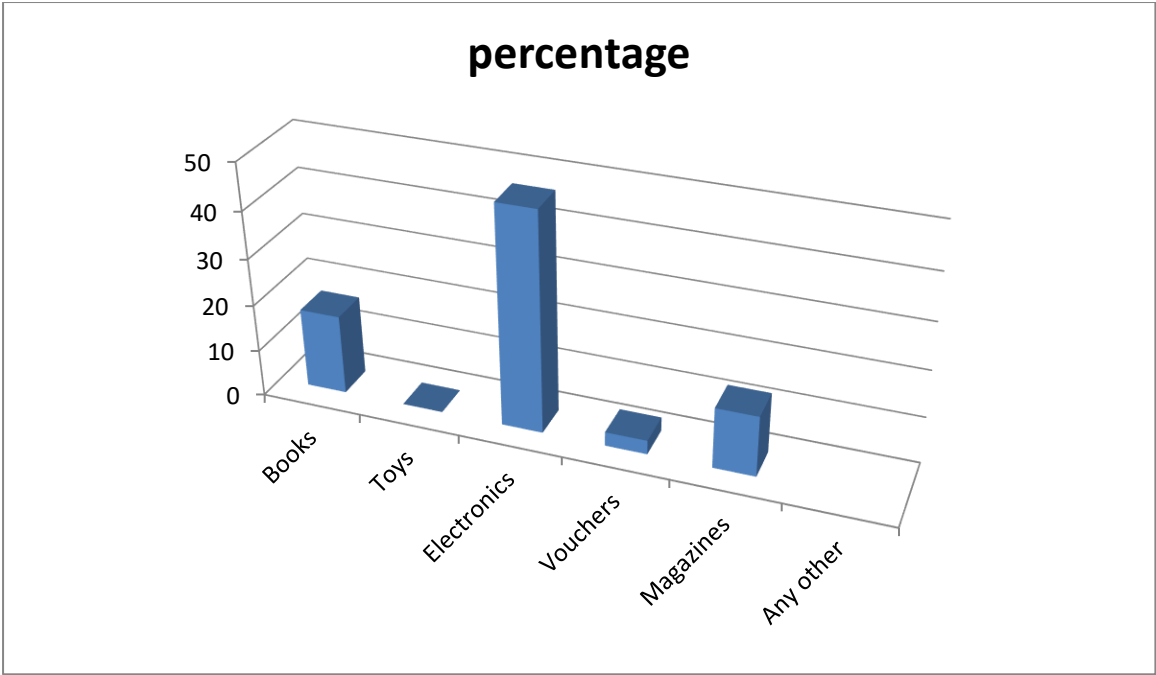
Question no 5 .What according to you is the most important?

Security	33.33
Privacy	26.67
Trust	40



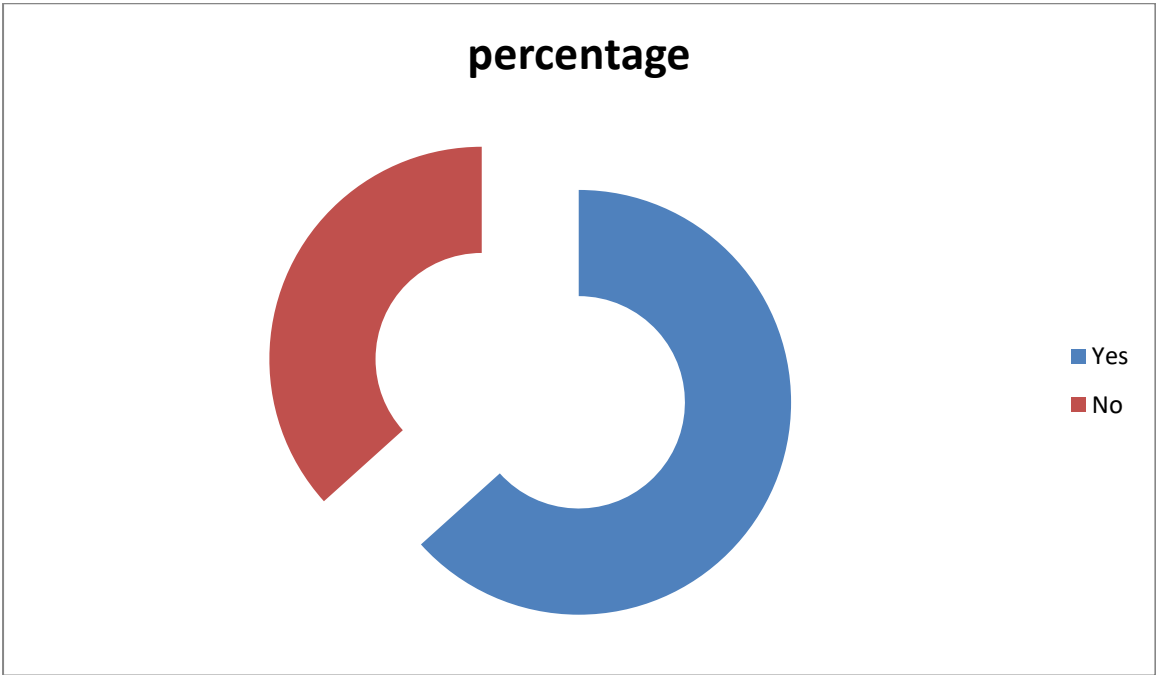
Question no 6. Which Particular favourite item that you normally like to purchase online?

Books	16
Toys	47
Electronics	Nil
Vouchers	3.33
Magazines	13.34
Any other	20



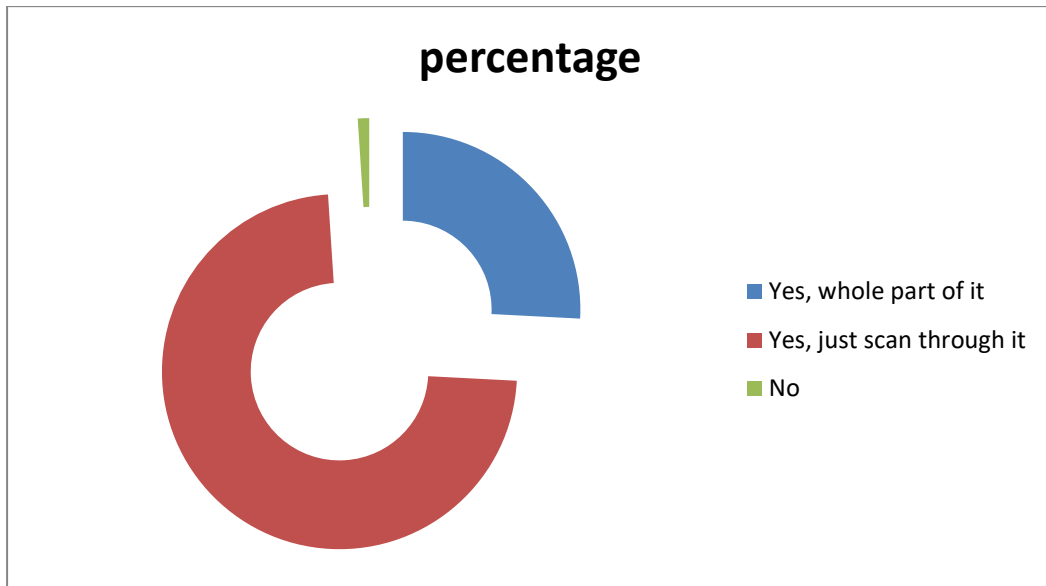
Question no 7 .Have you reduced the frequency of traditional shopping due to online shopping?

Yes	63.33
No	36.67



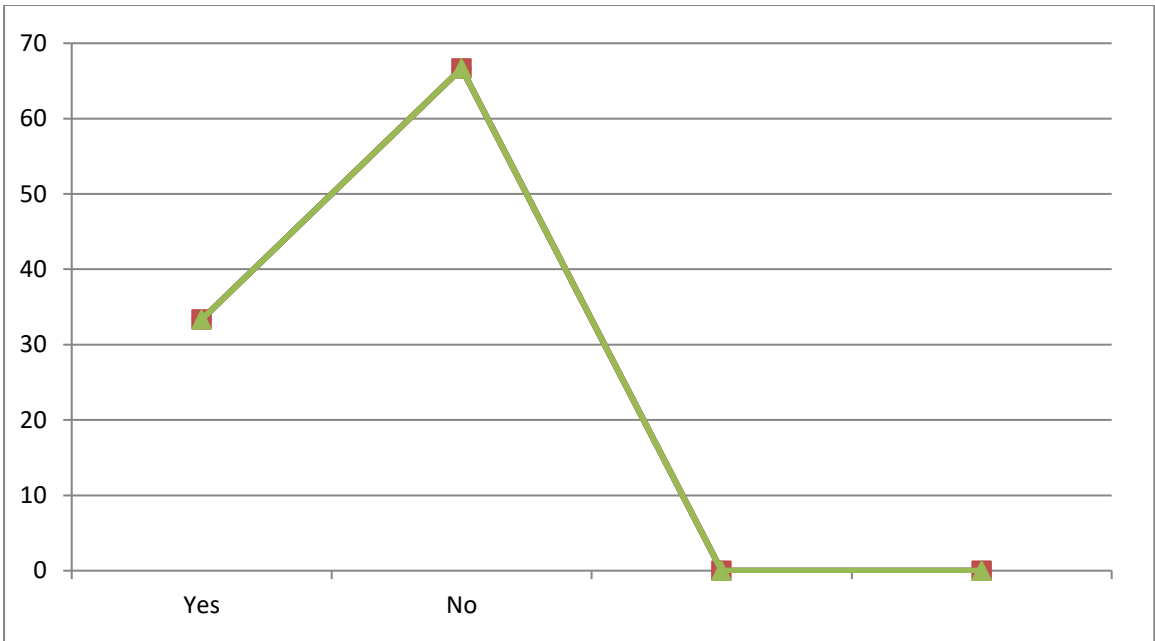
Question no 8. Will you read the return policy of shops before conducting transaction?

Yes, whole part of it	20
Yes, just scan through it	56.66
No	23.34



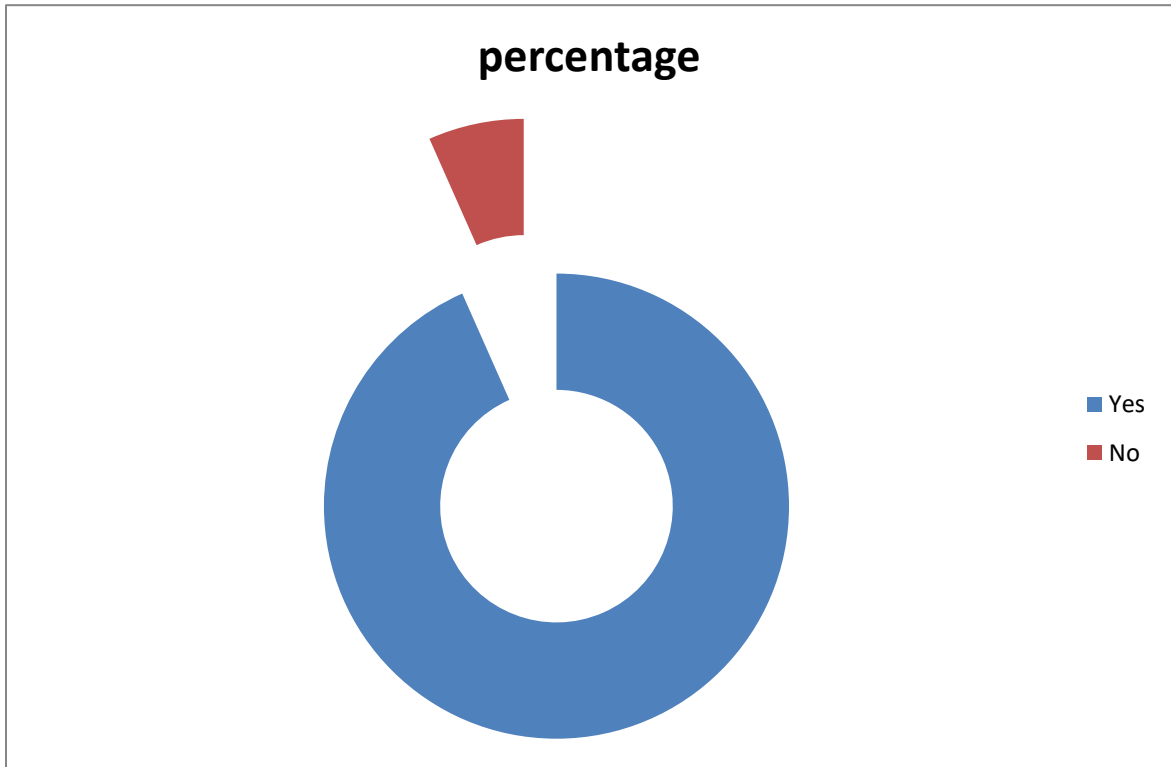
Question no 9. Have you feel any kind of problem while conducting online transaction?

Yes	33.34
No	66.66



Question no 10. Will the you recommend others for online shopping?

Yes	93.33
No	6.64



5. FACTS AND FINDINGS

According to my survey, the results were as under:

- Most of the consumers uses internet at home as compared to their work place.
- The percentage of using Amazon website is more than other websites.
- Mostly the consumers buys electronic as compared to other items.
- It is seen that internet is mostly used by youngsters.
- Most of the consumers do online shopping monthly.
- Most consumers just scan through the policy of shops before conducting transaction.
- According to consumers security is the most important.

6. CONCLUSION

At last it can be concluded that internet marketing has emerged as one of probably the most important and innovative medium for the organisations to deliver high quality assortments. Also the increased number of internet users has opened vast opportunities for E-commerce and E-marketing. Thus, the scope of E-marketing is very wide and innumerable opportunities will be presented in near future and it becomes essential for the marketers to harness these opportunities through different marketing methods so as to build long term relationship with the customers.

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