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Study of Impact of Digital marketing on Consumer Buying Behaviour for Electronic Goods

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Abstract: ***The buying behavior of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differs when it involves the merchandise, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is that the most intricate group to correspond with. The changing preferences of the present day youth affects the buying pattern with trends and fashion.***

Therefore, Marketers spend crores of rupees and invest an excessive amount of time on marketing research per annum to spot and predict the changing youth behaviour. Now digital platforms has posed many challenges to the marketer in the retail segment.

The present generation is more fascinated with the web shopping than the traditional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. Customers use the web not only to shop for the merchandise online, but also to match prices, product features and after sale service facilities the desire receive. In addition to the tremendous potential of the E-business market, the web provides a singular opportunity for companies to more efficiently reach existing and potential customers.

The popular digital retailing companies in India are Myntra, Flipkart Snap deal, Amazon.com and e-Bay etc. The five dominant factors which influence consumer perceptions for digitalshopping are information, easy to use, satisfaction, security, proper utilization of available information to compare the different products.

Keywords: Customer, Digital shopping, Digital marketing, Buying Behaviour

I. REVIEW LITERATURE

A. Sathish and A. Rajamohan(2002)

In their study Consumer behavior and buying behavior marketing, a general approach of consumer is taken. A consumer's buying behavior is seen as the sum of his interactions with his environment. Buying behavior studies are a component of the broader behavioral concept called psychographics." Harold W. Berkman and Christopher Gilson define buying behavior as "unified" patterns of behavior that both determine and are determined by consumption. The term "unified patterns of behavior" refers to behavior in its broadest sense.

Attitude formation and such internal subjective activities may not be observable, but they are behavior nonetheless. Buying behavior is an integrated system of a person's attitudes, values, interests, opinions and his over behavior.

It is found during this study that "Consumer behavior remains a young discipline and most of the research now available has been generalized only during the past fifteen years or so. Innovations like the buying behavior concept and AIO research represent ways to maneuver the study of consumers faraway from isolated, often unrelated projects towards broader integrated systems and research techniques.

B. Priyanka Mehra (2007)

In her article mentions that youth have always been a major target for marketers. More so in India now, as two-thirds of the population is below 35 years aged.

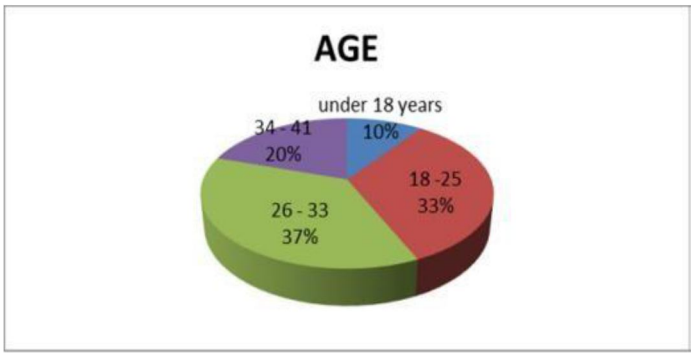
According to MindShare Insights, the research divisions of a media buying agency MindShare, 65%, or over 700 million Indians, are younger than 35 years.

This segment has an influence on consumer spending far in more than its numerical strength. Nine million people within the age bracket of 12-25 years from the highest 35 cities (one million plus population) in India are those setting the trends and raising the aspiration value for one-billion-plus Indians, reports Mind In his study considers, Consumer behavior as the study of individuals, groups, process and organizations they use to secure, select, and arrange of experience, products, services, experiences, or ideas to satisfy the consumer and society. It balances components from sociology, psychology, management and economics. It tries to know the decision-making

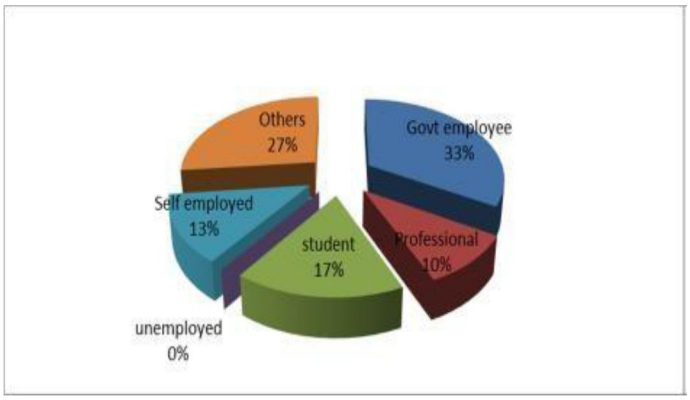
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II. RESEARCH METHODOLOGY

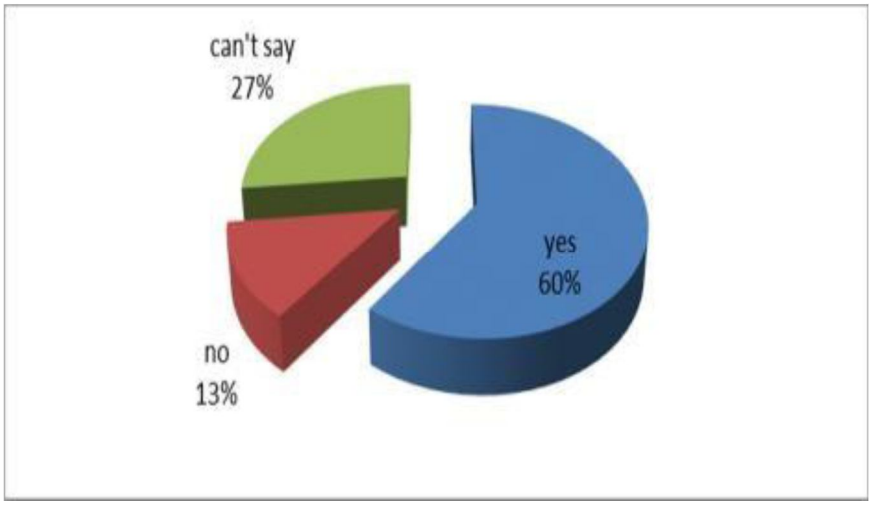
The present study is the research oriented study. Researchers use both primary and secondary data for this study. Researcher use simple random sampling technique to select the sample. For fulfilling the objectives of the study researchers randomly select 100 youngsters .For which a questionnaire was used to collect the date in which different modules were used such as convenience, time saving, website design feature and security, In this data collection method Likert scale has been used. The method selected by the researcher for exploring the consumer perception and behavior towards digitalshopping is survey research. The research starts with identification of different variables related to responsible for building consumer perception. Research included both primary and secondary data.



Profession wise Distribution



Prices between websites prior to making your purchase decision



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Questionnaire And Data Collected

Modules	Strongly Agree	Agree	Uncertain	Disagree	Strongly Disagree
Convenience	Frequency				
I get on-time delivery by shopping on-line	20	15	20	30	15
Detail information is available while shopping online	25	20	15	25	15
I can buy the products anytime 24 hours a day while shopping online	40	25	20	10	05
It is easy to choose and make comparison with other products while shopping online.	30	25	20	05	20
Website Design/Features					
The website design helps me in searching the products easily	20	10	30	30	10
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order	15	20	25	24	16
The website layout helps me in searching and selecting the right product while shopping online	30	25	30	10	05
I believe that familiarity with the website before making actual purchase reduce the risk of shopping online	20	25	20	15	20
I prefer to buy from website that provides me with quality of information	27	22	18	18	15
Time Saving					
Digital shopping takes less time to purchase	35	20	30	10	05
Digital shopping doesn't waste time	29	20	18	18	15
I feel that it takes less time in evaluating and selecting a product while shopping online	32	17	18	16	17
Security					
I feel safe and secure while shopping online	10(	20	30	30	10
Digital Shopping protects my security	05	10	42	38	05
I like to shop digital from a trustworthy website	12	20	25	30	13

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III. NEED OF THE STUDY

Digitalplatforms has brought astonishing changes in the way in which the marketer markets the product and the way in which the customers are buying the same. Buying behaviour of a private influences many factors, and these factors invariably affects the marketer to match the requirements of the purchasers generally and youth especially . So it's realized that there's a requirement to review Digital Marketing and its impact on buying behavior of the youth.

A. Objectives Of Study

1) To study present status of digitalshopping in Nagpur with respect to electronic market.
2) To analyze the factors those affects customers attitude towards digitalshopping in Nagpur
3) To study the motivational factors
4) To study potential for development of digitalshopping in near future.

B. Hypothesis Of Study

1) H0: Products purchased by consumer are independent of their occupation in digital electronic product purchase
2) H1: Products purchased by consumer are dependent of their occupation in digital electronic product shopping

$$n = \frac{X^2 p(1-p)}{d^2} = \frac{1.96^2 * 0.5(1-0.5)}{0.1^2} = 96.04 \text{ (Round of 100)}$$

Testing of Hypothesis

Hypothesis Of Study

- H0: Products purchased by consumer are independent of their occupation in digitalelectronic product purchase
- H1: Products purchased by consumer are dependent of their occupation in digitalelectronic product shopping

Occupation /product	Clothes	Electronic Appliances	Cosmetics	Accessories	Total
Student	12(8.61)	05(10.19)	06(6.31)	10(7.89)	33
House wife	10 (10.17)	06 (12.04)	14 (7.46)	09 (9.33)	39
Service	11 (13.57)	21 (16.05)	10 (9.95)	10 (12.43)	52
Business	14 (14.35)	19 (16.98)	09 (10.52)	13 (13.15)	55
Professionals	13 (13.30)	20 (15.74)	05 (09.76)	13 (12.20)	51
Total	60	71	44	55	230

Values indicated in brackets are expected values
Results of Chi Square test are as below
Level of significance $\alpha = 0.05$ at 5%
X2 = 19.819
df = 12
P = 0.071
Since P > 0.05 Null hypothesis in accepted and Alternative hypothesis is rejected

IV. FINDINGS OF THE STUDY

The following are the important findings of the study India is the 5th largest nation in term of YouTube users. On a mean , Indian's spend around 14 hours every week online, which completely overshadowed Television. The Indian Digitaladvertising market is growing fast at the speed of fifty per annum and it had been reported to cross 1000 crores in 2020. The factors which generally influence the buying behavior of the youth includes, lifestyle, attracting the opposite sex, purchasing power, family background, employment status of the youth, intervention of Western culture, educational qualification etc. India has nearly 950 mobile subscribers and a minimum of 50 million subscribers have internet enables mobile phones. The number of internet sites in India is quite 90 million while that of Facebook profiles is more than 500 million. Every day over 8 million inbound and 12 billion outbound messages are sent via Whatsapp.

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Besides, digitalretail in India is on rise as 60% percent of web users within the country visit digitalretail sites. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization. Using mobile internet and lots of more other factors account for a growing digital marketing industry in India. When all other industries in India are struggling with 10 to 12 %, digital marketing industry is booming high with 30% growth rate. Even after having such blowing opportunity, India still lack people that are skilled and mastered in Digital marketing. India needs talented Digital marketers who can use this chance which may create a revolution. Things will get better in the current scenario and in future too as India has the resources. All that to be done is to polish the talent.

The markets of the present day also do lot of research to understand the youth and their buying behavior pattern, so that they can match to the requirement of the youth segment Buying behavior is a changing factor and that too it is changing at a faster rate, so most of the products which is of recent innovation becomes obsolete too quickly. Innovation kills innovation.

Due to changing technology what's an innovation today becomes obsolete tomorrow. This poses many challenges to the marketers. Majority of the respondents feels that any time purchase is possible through online. Respondents feels that customers take very less time to purchase. The digitalshopping is getting popular among the young generation as they feel it easier, time saving and convenient. It is analyzed from the survey that when a consumer makes a mind to get digital goods he or she is suffering from multiple factors. The main crucial identified factors are time saving, the simplest price and convenience. People compare prices in digital stores then review all feedbacks and rating about product before making the ultimate selection of product and decision. The main barrier within the process of digitalshopping is that the safety issue.

The digitalshopping are overall satisfied with the prices, delivery etc in comparison with the location of the city.From the age of 18 to 33 , digitalshopping is being more used as there is more influence of the internet generation, and digitalshopping has become an emerging trend among this age group to most of the digitalshoppers are employed therefore they have the necessary independence to shop digitalas most of them have different levels of income

V. SUGGESTIONS OF THE STUDY

The following are the important suggestions of the study

1) Marketers need to understand the accessibility of the digital facilities to the youth segment, before launching any product digital when it comes to electronic product
2) Marketers need to conduct pre market survey to identity the need of the consumers especially in digital marketing.
3) Consumers need to be aware of Digital shopping and there is a need to create a proper awareness.
4) As most of the studies revealed that the customers are risk averse and hence they need to be taught how to handle risk associated with Digital platforms.
5) The study ultimately suggests the readers and users to be aware of all the digital shopping portals and make use of their utility to the maximum extent with utmost care and caution.

Due to revolution in telecommunication sector no. of internet user increased in recent time

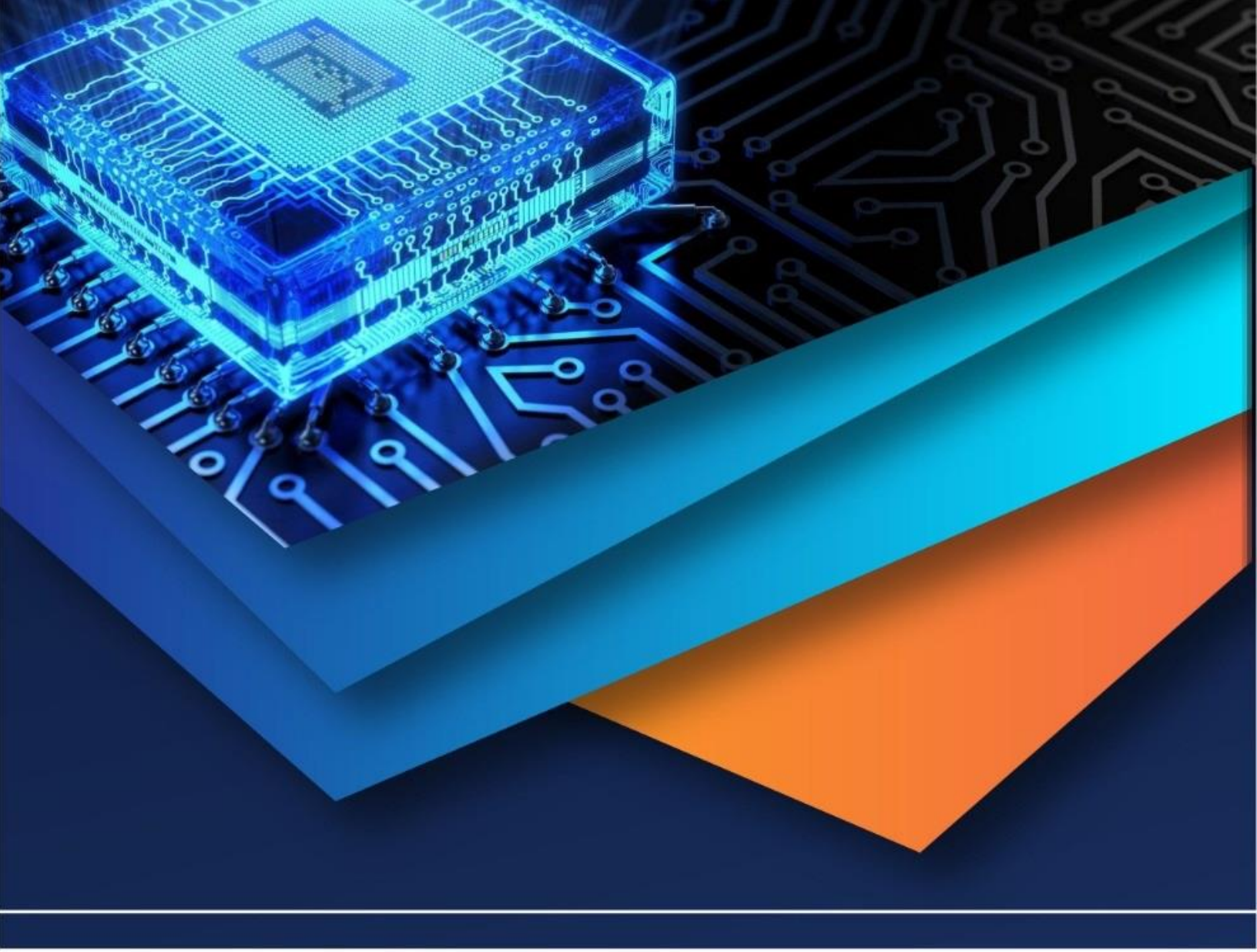
a) Though usage of digital shopping by customers is increased but still customers are giving first preference to manual shopping for regular purchase
b) Majority of customers have used digital shopping and shown willingness to continue but very few of them have done digital shopping earlier and not showing willingness to continue

Respondents are preferring digital shopping due to various motives like less price or price discount, time saving, due to availability of no of sites rang and variety of products are available and customers are having option to purchase, customers found purchase method very easy as websites are user-friendly and customers want to avoid hassles of shopping future

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