

Online Marketing and its Impact on Buying Behaviors of Youth

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ABSTRACT

The purchasing model of youth is shifting at a quicker pace in the customer-oriented market environment. Customer attitude varies when it comes to the manufactured goods, price, characteristics of a product, quality of a product, durability, multiple use of a product, packing and labeling, social media, advertisement, reference, latest fashion age of the customer etc. however, youth is very intricate group to interact with. The shifting taste and preferences of the current day youth affect the purchasing model for the reason that they frequently go behind the changing fashion, taste and preference according to the varying time. As the percentage of youth population is more in India the, manufacturers spend millions of rupees in advertising and in market research to identify and encash the changing youth behavior year to year. Now online marketing is having many challenges and competition to market in the retail sector. The current youth is more mesmerized with the online purchasing than the traditional buying. The sellers are strained to launch new innovative techniques to increase their sales day by day. The study is focused to know the impact of digital marketing on change in purchasing behavior of youth. Primary data collection method is used. Structured questionnaire was designed and used to capture the responses. Overall, fifty sample were collected from the youth nearby Doddaballapura area, Bengaluru rural. Descriptive statistics and analysis of variance was used to test the hypothesis. The aim of the study was to know the factors that impacts the youth towards online marketing. The result show that major five elements which influence the youth are 24/7 shopping online shopping takes less time, detailed information availability, use of trustworthy website and product choice to customers. ANOVA shows that the F critical value is less than the calculate value i.e., $1.80 < 2.36$. Therefore, we accept the alternative hypothesis, which states that factors do impact buying behavior of youth towards online marketing. The p value is 0.0075 at 5 % level of significance.

KEY WORD: Online marketing, buying behavior, Youth, Market environment.

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I. INTRODUCTION

Digital marketing referred as buying and selling goods as well as services through internet by using smart phones and computer networking system. As new innovations are occupying the market, digital marketing has taken major step in its scope. Crossing geographical boundaries, currencies, marketing system and also means of digital banking system. Since digital marketing consumer's participant percentage increasing positively in different parts of the country and also focusing rural and semi urban are paying a serious attention towards digital marketing. Even though rural and semi urban covered with wide range of retail business, digital marketing creating a dynamic attractiveness on products and services in the minds of the consumer.

- A survey says that 71 percent of the internet users are attached with online marketing, And majority of them are male.
- In-trend online marketing also creating scope for existing traditional method of business in the wide area such as transportation, banking system, advertising, catering etc..

1.1. SCOPE OF DIGITAL MARKET IN INDIA AND ITS SCENARIO

The number of digital buyers in India in 2014 was about 54.1 Million were as in 2020 about 329.1 million, indicates the rapid dynamics in the field of digital marketing system in India. Digital marketing is a key to open a big door of opportunities in the wide field irrespective of state taste and preference, language, culture, economy and beyond the geographical area in India. Indian online marketing segment scope is huge in terms of economy it may reach INR 20,000.00 crores by the financial year end of 2020 with the speed of around 28% of growth. On the other hand it is also means of creating huge employment opportunities and business opportunities and its subsidiary activities. With the increase in the use of the internet in recent years, the behavior of the consumer has also changed. The consumer now prefers the virtual world to the real ones. This has forced marketers to have an online presence to know and analyze consumer's behavior. Digital marketing can become a great tactic in shaping a clear and positive attitude of customers towards the services provided by marketers. According to a recent survey, the growing percentage of India's Digital Advertising Industry is at 33.5 and by 2020 its value will exceed the INR 255 Billion marks. India is one of the latest and largest growing digital markets globally and the scope for digital marketers here will only get on increasing. By the end of the year 2020, in India digital industry will produce more than 20 lakhs job which is an essential present scenario of Indian economy.

1.2. Growth in Digital Marketing and its dynamics with respect to present scenario

- The growth of India's digital advertising industry is at 33.5%.
- The value of the digital marketing industry will exceed the INR 225 billion marks by 2020.
- In the financial year, 2016–17 digital marketing in India has reached the \$1 billion mark.
- Digital advertising is likely to grow at an average of 14% annually.

- Digital media is expected to grow up to 24% by 2020 which now stands around 12% of the overall ad share.
- The largest share of the total digital advertisement spends is the search and display commands.
- There are 220 Million users who are accessing digital services through their smartphones.
- In December 2016, the number of internet users in India was at 432 million.
- By 2017 the number of mobile internet users in India has reached 420 million.
- The number of mobile internet users by 2021 in India is estimated to reach 829 million.
- The number of users in India is growing at a very fast pace at 38%.
- In India, the digital advertising has reached the \$1 billion mark by the end of the financial year 2016–17.
- The growth in digital marketing is likely to be at an average of 14 percent annually.
- The overall ad share of digital media remains around 12 percent and it is expected to grow up to 24 percent by 2020.
- The largest share of the total digital advertisement spends is made by the search and display ad.
- The customers of the new generation used to check their smart devices every 9.6 minutes or every 159 times a day.
- Digital services are accessed almost 220 million users through their smartphones.

1.3. Buying behavior of the youth with respect to Bangalore rural

An individual buying behavior is the key role in the consumer behavior and among the youth in Bangalore rural. On the other hand market targeting on the youth of irrespective geographical area including the rural area. The taste and preference of youth consumers through online marketing has playing major role and focusing on present and upcoming trend in the field of online marketing. Buying behavior and consumer participation creating dynamic demand for the innovative goods and services and can able to give a healthy competition to the offline marketing even in Bangalore rural areas as well India is the top 3rd population in the internet users and its systematic organization in its business environment even in rural area's internet infrastructure is moving towards the advance system and it is also helping in providing major role in consumer satisfaction even in rural area which is the final goal of a consumer behavior. With respect to this agenda the Indian government is investing huge amount of investment in its budget for rural areas networking system which boost the online marketing system and scope for the huge amount of youth are attracting towards online marketing system. In the economy point of view it may help to know the different pricing of goods and services and its pricing patterns for the purpose of price comparison

II. REVIEW OF LITERATURE

Dr. S. Kumar (2015) "A STUDY ON CONSUMER BUYING BEHAVIOR TOWARDS ORGANIZED RETAIL STORES IN ERODE DISTRICT, TAMIL NADU-INDIA" gives a few bits of knowledge on factors that would be significant in overseeing customer fulfillment. Purchasers are concerned not just with the product, physical environment, limited time plans and individual association yet in addition with after deals administrations, amusement and security courses of action. Along these lines, sorted out retail outlets need to upgrade item quality and store accommodation, and after deals administrations to improve consumer loyalty. Composed retail outlets must guarantee quality and accessibility of new items and alluring limited time plans, adequate security courses of action and improve buyer fulfillment.

Lim Mee Yet, Yap Seng Ching and Lau Chai Teck (2010) in their paper "Online pursuit and purchasing conduct: Malaysian experience" looks at client's online inquiry exercises, ordinary items and administrations bought on the web and the sort of search mode. Books, aircraft tickets and lodging booking are the items and administrations ordinarily bought to security needs. There is no sexual orientation distinction in term of recurrence of online pursuit and buy. The information for this investigation were gathered from 200 representatives at a private college Malaysia. Overview polls were circulated and gathered from separate respondents. The examination reasoned that Malaysian shoppers are the medium clients of web and they search by Google and Yahoo!.

N.Durga Prasad M.Srinivasa Rao (2013) "A STUDY ON ORGANIZED RETAILING AND ITS CHALLENGES AND RETAIL CUSTOMER SERVICES" have reasoned that retailing gives a significant connection among maker and buyer in present day economy. Retail in India is most unique industry and speaks to an enormous open door for residential and universal retailers. Present day retailing isn't an issue to customary stores as the greater part of the purchasers said that they visited constantly kirana stores. They emphatically concurred on concurrence of both is required. Their recurrence of going to kirana store is decreased. Current retailing has a long way to go in India. The development of present day positions has been much more slow in India when contrasted with different nations and the advancement of this part is relies upon the nearness of administrative and basic requirements. Government needs to take care about the presence of sorted out retail locations in India and they need to take measures to conquer the difficulties. At that point the quick development of composed retailing can be conceivable in India.

UPASANA KANCHAN et al. "A STUDY OF ONLINE PURCHASE BEHAVIOUR OF CUSTOMERS IN INDIA" have concluded that to assess the impact of customer characteristics on their online shopping intentions. . Both the genders are likely to purchase goods/services online but as compared to females, males do more online shopping. Most of the time people use internet for communication It has been analyzed that people in the age group between 30-45 years are more interested in doing online shopping. Income has a positive relationship with online purchase frequency. People having higher income are more engaged in purchasing goods over internet. The most popular items purchased by people over internet are books followed by tickets and apparels.

Dr. Mohan Kumar TP, Shiva Shanthi S (2016) “Consumer behavior towards online marketing achieved to decide the buyer conduct in India as a rule, Mysore specifically towards web based shopping. Web based shopping is expanding in India yet quickening of internet shopping isn't as fast when contrasted with other Developed nations like USA and UK as per the auxiliary information. Expanded Internet entrance, an issue free shopping condition and elevated levels of Net smoothness see an ever increasing number of Indians shopping on the web. And yet the organizations need to lessen the dangers identified with shopper ineptitude by strategies, for example, making buy sites simpler to explore, and presenting Internet booth, PCs and different guides in stores. The objective isn't to change over all customers to web based buying, however to give them it's alternative.

Dr. Girish K Nair & Harish K Nair (2013) in his examination “AN ANALYSIS ON CUSTOMER PERCEPTION TOWARDS SERVICE QUALITY VARIABLES IN SELECTED ORGANIZED RETAIL OUTLETS” reasons that client view of retail administration quality is a significant section to the developing and the current retailers in the market. As the examination uncovers that view of administration quality is impacted by the different natures among different clients, even a portion of the general variables like Personal association, physical perspectives are the measurements on which client observation stays consistent and basic to the whole client on a dominant part premise. So the retail outlets need to outline their own techniques so as to draw in the clients on a more extended premise.

Dr. S. Sivasankaran (2017) has concluded in his examination article “Digital Marketing and Its Impact on Buying Behavior of Youth” that digital promoting in India which has upset the economy by and large and advertising in points of interest presents numerous danger and difficulties to the advertiser in the serious market. Changing purchasing conduct warrant the advertisers to comprehend the young in a superior manner to devise reasonable promoting systems to hold the present and to catch the potential market, with the goal that the market can proceed onward from the minor client arranged showcasing way to deal with Technological Customer Oriented Marketing approach sooner rather than later.

Madasu Bhaskara Rao, Ch Lakshmi Hymavathi (2018) “FACTORS AFFECTING FEMALE CONSUMER'S ONLINE BUYING BEHAVIOR” states that female customers utilize online audits on the items that they wish to buy to survey their utility. For the majority of the female purchasers successful time the executives is a significant thought for picking to purchase on the web. A significant thought for the female online clients is the way toward restoring an item when it must be accomplished for different reasons. These contemplations are significant for the advertising directors to choose the techniques for web based promoting of their merchandise's-Commerce firms should concentrate on female purchasers in the age gathering of 21 to 25 years, graduates and either during their studentship (for example they are wards) or in the early stages of their vocation. Female buyers are demonstrating uplifting disposition towards purchasing on the web. Six elements results for the female purchasers.

III. STATEMENT OF THE PROBLEM

As the advancement of science and technology today's latest technology is becoming tomorrow's outdated one. As the development of technology the customer taste and preference are also changing by day by day. The online marketers are facing a problem of matching the customer needs and preference because of change in technology and also changing customer buying behavior. Changes in buying behavior are compared to in today's youth. This youths influence the buying behavior of family, friends and there peer group. As the online marketer it is very much necessary to understand the impact of online marketing in buying behavior of younger generation and they have to plan the product and service which matches the youth's expectation.

IV. RESEARCH METHDOLOGY

4.1 Need of the study

Marketing is an inevitable dimension in our day today life, in our digitalization life marketing concept also playing a huge role in its field due to various reasons such as its uniqueness and innovative features and its systematic organizing functions and also means of creating employment opportunities in the rural sector. Buying behavior influences many factor in the concept of digital marketing and its scope towards rural is rapid positive growth. In addition to this its scope towards digital banking economy system is boosting may be digital marketing is the one of the reason, all these aspects are made us to pay attention towards study of digital marketing and its impact of buying behavior of the youth in Bangalore rural Online marketing has bring surprising changes in the way in which the seller markets the goods and services .Understanding the younger generation buying behavior is very much essential to online marketer. So this study is taken up to know what all the factors are impacting on youths buying behavior in Bangalore rural Dist. with special reference to Doddaballapura.

4.2 Objectives of The Study

1. To know the present growth in digital marketing in India.
2. To know the factors that are impacting buying behavior of youth towards online marketing.

4.3 RESEARCH HYPOTHESIS:

H₀: Factors do not impact buying behavior of youth towards online marketing.

H₁: Factors does impact buying behavior of youth towards online marketing.

4.4 DATA COLLECTION METHODS:

Sample Design

For this research, both primary and secondary data are used for this study. Researcher use convenient sampling and snowball technique to select the sample from Bengaluru Rural Doddaballapura.

Primary Data

Primary data is collected with the help of structured questionnaire. The responses are captured from the respondents and are entered in excel for further statistical usage.

Secondary Data

Secondary Data is drawn from referring various research articles, published journals, research papers, census survey and related websites.

Sample Size

For satisfying the objectives of the study sample is selected from 50 youngsters in Bengaluru Rural Doddaballapura area.

4.5 STATISTICAL TOOL USED

The tool used for the present study are Mean, standard deviation and analysis of variance (ANOVA)

4.6 LIMITATION OF THE STUDY

1. This study is limited to Bangalore Rural Doddaballapura area.
2. Sample size is limited to 50.
3. Time is the major constraint for the study.

V. DATA ANALYSIS AND DISCUSSION

Data analysis is one of the important stages to discuss the finding and giving suggestions on it.

Table no. 5.1 showing descriptive statistics for various elements impacting buying behavior of youth						
Descriptive Statistics						
	N	Min.	Max.	Mean	Std. Deviation	Mean Rank
I get on time Delivery	50	1	5	2.98	1.363	
Detail information on Shopping	50	1	5	2.38	1.369	
24/7 Shopping	50	1	5	2.66	1.334	
Helps me in searching products easily	50	1	5	2.00	1.278	
I prefer to buy best rated products	50	1	5	2.92	1.291	0
Safety and ease buying	50	1	5	2.14	1.443	
Online shopping takes less time	50	1	5	2.50	1.298	
Online shopping helps for quick buy	50	1	5	2.82	1.574	1
I feel that I can choose right product	50	1	5	2.26	1.496	
I Feel safe and secure shopping	50	1	5	2.10	1.329	
Online shopping gives safety for money	50	1	5	2.62	1.945	2
I would like to shop online from trustworthy websites	50	1	5	2.28	1.499	
Valid N (listwise)	50					

Source: Primary data

From the above table 5.1 it is evident that the top five elements that influence the buying behavior of youth towards online marketing having mean value are 24/7 shopping (3.66), less time (3.50), detailed information availability (3.38), use of trustworthy websites (3.28) and product choice to customers (3.26). On the other side, youth does not feel that safety for money (2.62), quick buy (2.82) and best rated products (2.92) factors impact their buying behavior.

Testing the hypothesis:

H₀: Factors do not impact buying behavior of youth towards online marketing.

H₁: Factors does impact buying behavior of youth towards online marketing.

Table no. 5.2 showing Analysis of variance

ANOVA					
<i>SOV</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>
BG	47.97833	11	4.362	2.36	0.0075
WG	1087.54	588	1.85		
Total	1135.518	599			

(F critical value is 1.809)

The above table 5.2 shows analysis of variance, which is evident that the F critical value is less than the calculate value i.e., $1.80 < 2.36$. Therefore, we accept the alternative hypothesis, which states that factors do impact buying behavior of youth towards online marketing. The p value is 0.0075 at 5 % level of significance. Thus, we reject null hypothesis.

VI. FINDINGS & SUGESSTIONS

The following are the important findings of the Study on above Topic

- It is very important to understand the requirement, taste and preference and buying Psychology of the youth with reference to marketing is a key element.
- Many of the youth attract towards online marketing, one among the reason is Economy factor & Credit facilities which are offered by online market.
- Day by day youth trend looking towards social media majorly Youtube, Facebook, Instagram, etc., are turning towards marketing hub.
- Accessibility of new products and services to the rural area plays vital role in improving the youth buying behavior.
- Post purchase services of the products and services and other warranty issues are yet to be improved.

➤ With comparison of other industries Digital marketing growth about 30% faster due to youth participation in Digital market.

➤ In spite of mobile and internet marketing knowledge still malpractice, frauds and fake website are creating dilemma to consumer to participate for the luxurious commodities such as Diamond, Gold and Silver etc.,

6.1 SUGGESTIONS

- Online marketing can be extended its scope by linking the available offline store at nearest its best service
- It could be the best when an opportunity creates to the local entrepreneurs to participate in the existing digital marketing to expand its scope and operations.
- Need to create awareness in the minds of the people about fake and economic malpractice which are happening in the present scenario
- Post purchase service activities can be developed in the rural areas
- There is an extreme requirement of extend delivery of the product and services to even in small remote areas
- customer care and its response time can be improved
- The main characteristic of marketing is its dynamic in nature, marketing scenario may change due to consumer way of behavior and way of consumer taste and preference. In our present fast-moving life everything is outplaying the next generation level.
- As a marketer needs to study the dynamics of the consumer and produce the products and services according to the requirement for the purpose of providing the best consumer satisfaction
- And focusing on its up gradation in its presence level
- Even though offline marketing is occupied with every corner sometimes it may fail to provide wide range of innovative products and services at the best economy possibility and it would be better if it provides more of customized product and services as par with present trend and need to extend its functions in better way as requirement of the buyer.
- As a youth, their expectations being a consumer & their desires are different with existing goods and services
- Trends in youth again a biggest challenge, for a marketer and it would be a business risk for those who already done with finished products and services.
- And there is a requirement of covering wide range multi brands, state and local famous products and services what actually available in offline market would be next level challenge Digital marketing system.

VII. CONCLUSION

To conclude the digital marketing and its impact on buying behavior of youth, as we all aware of that India is the youngest country in the world and their participation and acceptance of Digital Marketing moment at greater extent. This would focus on Indian economy and also covering infrastructure systems, digital Economy, Employment opportunities, Export – import scope and huge subsidiary activities in and around. The digital approach has reach a potential means to consumer of youth in better way and its marketing strategies are on the way of providing consumer satisfaction among youth by understanding the best possible of youth in buying behavior psychology. Thus in this present study we can concluded that it is evident that the top five elements that influence the buying behavior of youth towards online marketing are 24/7 shopping online shopping takes less time, detailed information availability, use of trustworthy website and product choice to customers.

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