

“Digital Marketing - New Age Consumer Behavior (Mumbai Region)”

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Abstract

Due to the inflow of latest technology and increased bandwidth in urban India the activities of youth on Digital media has attracted viewership of online material. The recent trends of e-commerce websites have given new dimension to marketing which now includes understanding this medium and analyzing its activities by use various analytical tools.

This study would like to understand the changing trends of marketing using digital technology, Study the consumer behavior of the youth either on buying or selling goods through quantitative study and explore the possibilities of business activities on this new medium by the new generation.

Key words: Digital Marketing, e marketing, Online shopping

Introduction

This use of new age technology has helped digital marketing gain popularity against its and traditional marketing counterpart involved in marketing such as print, television, direct mail and so on. Social media helps organizations reach out to a vast pool of potential customers by supplying them with product related information. Digital marketing involves promoting products and services using various digital channels to reach consumers at the right time through their preferred channel to deliver personalized content and promotions.

Digital marketing owes its growth to the Six key features of interactive media—ubiquitous connectivity, personalization, peer-to-peer networking, engagement, immersion, and content creation etc.

Literature Review

The review provides an archive of past research points and methodologies related to the studies of E-Marketing to explore, analyze and develop a clear understanding about the different research topics. (El-Gohary, October 2010) The Author in this paper highlight the gaps in adoption of e-marketing performance and its adoption for smaller businesses.

(Fawad Khan, et al). The research paper highlights the trends in youth & their spending habits, their likes & dislikes suggesting a way forward to target this potential market used digital marketing parameters for professionals in Pakistan.

(Gangeshwer, 2013) the researchers discusses about the top motivator factors of shopping online and discusses about the Higher transparency of pricing, increased price competition, and worldwide competition through globalization. The researcher understands the conceptual knowledge of search engine marketing or e-commerce, literature review, current and future aspects of e-commerce in Indian context. This paper studies the limitations advertisers and end-users and suggests that they can effectively use this modern platform to make life easier and faster.

(Mathew, 2015) The paper aims to analyze the changing trends in online shopping of Indian consumers in the apparel segment. According to the researcher the business model of the Indian ecommerce is taking a full circle flip to go back to where it started, though this time the infrastructure has changed and along with that the size

Understanding of the market as well main factor of increasing online shopping in India is the increasing cyber café facility, increasing number of computer operators and easy availability of internet and Wi-Fi facility to the population of India.

Objective:

To study the factors influencing the new age consumers to buy from the online stores?

To test the above objective following two Hypothesis have been used

1. Null Hypothesis (H0) There is no effect on consumers buying behavior due to digital marketing
(H1) There is a positive effect on consumers buying behavior due to digital marketing
2. Null Hypothesis (H0) There is no effect on product visibility due to digital marketing
(H1) There is a positive effect on product visibility due to digital marketing

Methodology and Plan of work:

This research aims to study to relevance of digital marketing among the given sample. To collect data, survey was conducted from various college students in the month of June –July 2017. This research also included the responses from users of digital marketing in their organization along with secondary data to analyses on the business perspective. The study is limited to Mumbai region and includes College going students as sample. Some of the responses which were incomplete have not been used or have been calculated using missing value concept

The Sampling technique used was Random Sampling. The instruments used was Structured Questionnaire. The methodology also used secondary data in form of information available on the Internet, journals, research papers and books.

Data Analysis and Interpretation:**Objective**

To study the factors influencing the new age consumers to buy from the online stores?

Due to the advent of technology, there has been various modes of accessing the digital network (computers, laptops, tablets, smartphones, kiosks, etc.) and the speed of adoption of the devices and spread and reach of these devices coupled with the availability of low cost data access has ensured that the presence of digital marketing in Indian markets is exploding and corporates are working hard to develop platforms to ensure low cost access and more product access to the end consumer to win their endorsement.

Hypothesis Testing

1) H0: There is no effect on consumers buying behavior due to digital marketing.

H1: There is a positive effect on consumers buying behavior due to digital marketing.

Testing

The six variables which are taken of testing the above hypothesis are

- Saves time
- Available 24 hrs.
- Broad selection & variety of goods
- Useful description on websites
- Sufficient product information
- Online shopping is secure as traditional shopping

Saves time			
	observed value	Expected value	Residual
1	468	140.6	327.4
2	178	140.6	37.4
3	21	140.6	-119.6
4	12	140.6	-128.6
5	24	140.6	-116.6

Available 24 hrs			
	observed value	Expected value	Residual
1	455	140.6	314.4
2	195	140.6	54.4
3	21	140.6	-119.6
4	8	140.6	-132.6
5	24	140.6	-116.6

a) t-Test: Paired Two Sample for Means		
	Saves time	Available 24 hrs
Mean	58.75	62
Variance	6346.25	7910
Observations	4	4
Pearson Correlation	0.999889845	
Hypothesized Mean Difference	140.6	
Df	3	
t Stat	-30.74178826	
P(T<=t) one-tail	0.00003780954802	
t Critical one-tail	2.353363435	
P(T<=t) two-tail	0.00007561909605	
t Critical two-tail	3.182446305	

Broad selection & variety of goods			
	observed value	Expected value	Residual
1	254	140.6	113.4
2	310	140.6	169.4
3	43	140.6	-97.6
4	6	140.6	-134.6
5	90	140.6	-50.6

Useful description on websites			
	observed value	Expected value	Residual
1	297	140.6	156.4
2	298	140.6	157.4
3	49	140.6	-91.6
4	17	140.6	-123.6
5	42	140.6	-98.6

b) t-Test: Paired Two Sample for Means		
	Broad selection & variety of goods	Useful description on websites
Mean	112.25	101.5
Variance	18561.58	17349.67
Observations	4	4
Pearson Correlation	0.980669	
Hypothesized Mean Difference	140.6	
Df	3	
t Stat	-9.71733	
P(T<=t) one-tail	0.001157	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.002315	
t Critical two-tail	3.182446	

Sufficient product information			
	observed value	Expected value	Residual
1	277	140.6	136.4
2	313	140.6	172.4
3	53	140.6	-87.6
4	19	140.6	-121.6
5	41	140.6	-99.6

Online shopping is secure as traditional shopping			
	observed value	Expected value	Residual
1	290	140.6	149.4
2	252	140.6	111.4
3	98	140.6	-42.6
4	34	140.6	-106.6
5	29	140.6	-111.6

c) t-Test: Paired Two Sample for Means		
	Sufficient product information	Online shopping is secure as traditional shopping
Mean	106.5	103.25
Variance	19150.33	10820.92
Observations	4	4
Pearson Correlation	0.9707	
Hypothesized Mean Difference	140.6	
Df	3	
t Stat	-6.10558	
P(T<=t) one-tail	0.004414	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.008828	
t Critical two-tail	3.182446	

- a) The p-value $0.00003780954802 < 0.05$ hence the Null hypothesis is rejected and we accept H1. We can conclude the attributes saves time and available 24 hrs. have positive effect on consumers buying behavior due to digital marketing
- b) The p-value $0.001157 < 0.05$ hence the Null hypothesis is rejected and we accept H1. We can conclude broad selection & variety of goods and useful description on websites have positive effect on consumers buying behavior due to digital marketing
- c) The p-value $0.004414 < 0.05$ hence the Null hypothesis is rejected and we accept H1. We can conclude Sufficient product information and Online shopping is secure as traditional shopping websites have positive effect on consumers buying behavior due to digital marketing
- Hence overall Null Hypothesis is rejected Further using descriptive Analysis also, we prove the same

Analysis:

The responses indicate that home delivery, variety, payment security and around the clock availability does play an important role in consumers preferring online digital purchases and these features are making them clearly gravitate towards digital purchase. Thus, we can clearly summarize our findings positive effect on consumers buying behavior due to digital marketing as long as the payment security, home delivery, 24-hour availability issue is maintained by the particular product.

2) H0: There is no effect on product visibility due to digital marketing.

H1: There is a positive effect on product visibility due to digital marketing

Testing: The two variables which are taken of testing the above hypothesis are

- 1) To stay informed about activities of company
- 2) To get updates on brands and its future extensions

b) To stay informed about activities of company			
	observed value	Expected value	Residual
1	340	140.6	199.4
2	262	140.6	121.4
3	58	140.6	-82.6
4	21	140.6	-119.6
5	22	140.6	-118.6

c) To get updates on brands and its future extensions			
	observed value	Expected value	Residual
1	298	140.6	157.4
2	321	140.6	180.4
3	40	140.6	-100.6
4	18	140.6	-122.6
5	26	140.6	-114.6

Test statistic

t-Test: Paired Two Sample for Means		
	To stay informed about activities of company	To get updates on brands and its future extensions
Mean	90.75	101.25
Variance	13330.25	21544.92
Observations	4	4
Pearson Correlation	0.995622	
Hypothesized Mean Difference	140.6	
df	3	
t Stat	-8.99123	
P(T<=t) one-tail	0.001452	
t Critical one-tail	2.353363	
P(T<=t) two-tail	0.002904	
t Critical two-tail	3.182446	

The p-value $0.001452 < 0.05$ hence the *Null hypothesis is rejected* and we accept H1. We can conclude that there is a positive effect on product visibility due to digital marketing.

Analysis

The various modes of accessing digital product data have different levels of security and ease of understanding the product. The consumer would place a large amount of reliance on payment security and delivery channels when looking for high value products like consumer durables, while the reliance on timely delivery and convenience (availability from smartphone, for example) would be of high importance in case of fast moving consumer products. Based on these, the respondents have indicated that the product visibility vis-à-vis the above features indicated play an important role in ensuring comfort with the product on digital platforms and one would tend to conclude that product visibility gets enhanced due to digital marketing.

Conclusion & Recommendations

We are now living in a digital age and thus need to keep up with new trends in the online shopping and where new norms are created over time. Online retailers operating in India have undertaken major initiative of keeping their customers updated with innovations on reaching out to them in the fastest time and with improving delivery models from initial interest up to final purchase and delivery. The variables that keep online shopping convenient are the facilities, time factor, offers, advertisements, price, services and flexibility to adapt to new changes.

Due to the advent of technology, there has been various modes of accessing the digital network (computers, laptops, tablets, smartphones, kiosks, etc.) and the speed of adoption of the devices and spread and reach of these devices coupled with the availability of low cost data access has ensured that the presence of digital marketing in Indian markets is exploding and corporates are working hard to develop platforms to ensure low cost access and more product access to the end consumer to win their endorsement.

The facilities like variety, payment security and around the clock availability does play an important role in consumers preferring online digital purchases and these features are making them clearly gravitate towards digital purchase. Thus, we can clearly summarize our findings positive effect on consumers buying behavior due to digital marketing as long as the payment security, 24-hour availability issue is maintained by the particular product.

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