



Impact of E-Marketing on Influencing Consumer Buying Decisions

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ABSTRACT

The objective of the study is to examine the implication of digital marketing in consumer buying decision and to find out whether consumers are aware of digital marketing and the impact digital channels have on their buying decision. As the world is moving towards the digital age, digital channels play a vital role in increasing the sales of the products of any firm. Therefore the present study attempted to reveal the impact of digital marketing on customer buying decision and digital marketing can be defined as the process of promoting brands using digital distribution channels consisting of internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. The objective of the study is to investigate the implication of digital marketing in consumer buying decision and to find out whether consumers are aware of digital marketing and digital channels influence their buying decision. The study is done through survey from different respondents.

Keywords: Selection, Digital, Impact, E-Marketing etc.

1. Introduction

The year 1991 marked a new chapter in the history of the online world where e-commerce became a popular choice among business users of the Internet. At that time no one thought that online buying and selling or say online trading would become a trend in the world and India would also share a good part of this success. Deep Discounted Model of Flipkart The massive acceptance of e-commerce by the Indian people influenced other business players to try this technology for their e-businesses and get higher profits. Although online shopping has been around since 2000, it gained popularity only with Flipkart's deep discount model. It reintroduced online shopping in India through Amazon, Flipkart, Jabong, etc., which started hunting India for its business.

Present Scenario In the early days, online shopping was a medium with few options. Users place orders and pay cash on delivery. Today, online shopping has become a trend in India and the customization is in attractive online websites, friendly interface, huge online stores with new fashion, easy payment methods (i.e. online secure payment through gateways like PayPal or cash-on-delivery) Is contained. No restrictions on quantity and quality, choice of items on the basis of size, colour, price etc.

Online shopping stores are gaining popularity in India due to complete convenience, ease of shopping and fast growing market. Punexpress.com, Milestore.com, Atadaal.com have already entered the market and they provide discounted products and free home delivery and these stores are targeting Indian home makers who are looking for e-commerce way of shopping. Let's move towards. Moreover, apart from discounts, coupons, offers, referral system, 30 days return guarantee, 1-7 days delivery time etc. in online shopping, e-market has added new flavor to the industry. The key drivers of Indian e-commerce have been

- Increasing penetration of broadband internet and 4G.
- Increase in standard of living Availability of wide product range
- Busy lifestyle and lack of time for offline shopping
- Increase in the use of online classified sites
- Development of online marketplace model with websites like eBay, Amazon, Flipkart, Snapdeal, etc.

Electronic advertising and marketing is the advertising and marketing of products and services offered via the Internet using conversational generation and the ultra-modern digital generation. E-marketing and marketing includes all the games of corporations to advertise, promote and promote products and offers through the net. It incorporates direct advertising and marketing strategies and oblique advertising and marketing strategies and utilizes ultra-modern net generation to connect with the customers. E-advertising and marketing endeavors to retain old customers and groups with the help of corporations and endeavors to acquire new customers and develop the goodwill and recognition of the corporations. Electronic advertising and marketing is generally referred to as rules and ultra-modern strategies that use diverse approaches to organize potential consumers. E-advertising and marketing is

also known as virtual advertising and marketing, net advertising and marketing, online advertising and marketing or online shopping. The Internet is a medium for advertising and marketing and conducting business ventures. The number of net customers is growing rapidly in India and Tamil Nadu. These millions of customers access the Internet daily through computers, laptops, mobile phones and tablets. Every employer nowadays desires the ultra-modern generation of the net for commercial enterprise purposes.

2. Literature Review

Anneke van Aswejen (2015) in her study "Gender differences in purchase choice" examined the differences between the shopping styles of boys and girls. She cautioned that gender influences shopping choices for consumers. Male and female shopping Depend on extraordinary reasons, attitudes, arguments. And things are encouraged through utilitarian elements and purpose based purely shopping. Utilitarian ways to achieve some reasons are hedonistic and emotional. Hedonistic way of shopping girls likes to shop. It is said that boys shop and girls shop. Men like makers and women like desirable. services. Men usually like to shop on mobile phones and women like to use computers or want to shop on laptop. Women shop online/internet more than men. Women understand the risks better within online shopping. She says that personality attitudes play an essential role within online shopping"

Chatterjee and Ghoshal, (2014) in their "Today's online purchases have multiplied widely with the boom in the use of the net and generation. The net is rapidly advanced because of the last several years and with the virtual financial system implemented It has been pushed through the record generation. It is additionally getting advanced around the world. We can propose that online shopping services may need to be offered".

Kuester and Sabine (2012) state in their study that "behavior is the test of individuals, groups, or companies and the strategies they use to choose, secure, use, and dispense with products, services, experiences, or ideas." wants and needs. is similarly concerned with the social and financial effects that purchase and consumption behavior have on each customer and the wider services".

3. Research Methodology

Data source:

1. Secondary data are those data which have already been collected by some person or organization for some other purpose or research study. The data for the study will be collected from various sources like books, magazines, journals, internet sources etc. In this study we have collected through magazines, journals, sites etc.

Primary Data: This is the data that is collected directly from the respondents through surveys. These are the latest figures.

4. Finding

In this research, parametric as well as non-parametric tests will be used for the analysis of hypothesis. The use of different statistical techniques for the analysis of data will depend on the type of data to be collected. Different statistical tests are conducted for the collected data using nominal, ordinal and Likert scales, semantic differential scales, etc. Thus the exact statistical tests will be determined after the data collection tools are designed and the data is actually collected for the research. SPSS will be used for statistical analysis of the data. • Ever since the internet took over, online shopping has become a popular way of shopping. Many people are looking for other wonderful shopping alternatives and online shopping is perfect for that. Due to online shopping online store is a flourishing business today.

- This includes buying clothes, gadgets, shoes, appliances, or even daily groceries. Listed below are several online shopping advantages It makes it easy to find products: Online shopping is very easy as compared to local stores. In a store, we have to find the product in multiple places, which is frustrating and time-consuming.
- However, in online we can search any product up to 8 using the search facility of the website, and if there is non-availability of the products, we can visit other websites. Products are often more affordable: Online products are cheaper than in stores.
- There are several reasons for this. Online stores do not have overhead costs of renting their space and paying for electricity, AC, cashier, etc. Plus, sometimes a product can be much cheaper in another country. Therefore, we can save hundreds of dollars by buying things online. It saves time and energy: We need not waste our time going to shops, dealing with crowds and standing in queues.
- The whole process of buying from a local store becomes even more time consuming if we don't have our own car. We can solve all these problems by online shopping.
- Online shopping gives us access to a wider range of choices: We have greater freedom of choice when we shop online and it offers a wider range of products than any local store.
- Customers are generally satisfied: Nowadays, online shopping is very reliable. Sellers are held accountable for user feedback and reviews. Even in online stores where we buy from other users, such as eBay, the percentage of satisfaction is very high.

- Support E-Business: The advancement of online business is really helping countless people, who are not able to buy or rent a shop, can easily open an online store and sell goods from their homes. It is playing a very important role in reducing the unemployment rate.
- Out of all 113 respondents, 43.4% were in the age group of 25-30, 31.9% were in the age group of 20-25, 15% were in the age group of 35 and 9.7% were in the age group of 30-35.
- 62.2% of all responses were female and 37.8% were male
- The pie chart below shows how often people shopped through e-commerce websites.
- How do people in Vadodara city come to know about the products they buy online and according to the responses, 37.8% respondents came to know through advertisements, 27.8% through friends and 27.9% through social media.
- As per the responses 38.7% respondents preferred Myntra for clothes shopping, 27% preferred Flipkart, 23.4% Amazon, 9.9% Snapdeal.
- What motivates people to buy products online and among all the responses 41.4% respondents accepted that they save a lot of time and energy as they do not need to travel to shop, say 23.4% respondents There are no hidden costs as they prefer to shop online, with 28.8% respondents saying that they have a wide range and variety of products which helps them choose better products and deals.
- Of all the responses, 27.9% respondents preferred Google Pay as their payment gateway, 22.5% used PhonePe, 27% used debit/credit cards, 19.8% used Paytm.
- What are the important factors affecting people's decision while shopping online and final purchase and among all the responses 32.4% respondents chose online platform because the products are not available in local stores, 30.6% say it is convenient and timely 18% of respondents shop because they are offered the best price as compared to local stores, 12.6% of respondents prefer online shopping because all product reviews are available.
- Of all the responses, 70.3% respondents visit a retail outlet before final purchase of a product, while 29.7% respondents do not visit a retail outlet before final purchase.
- What are the main barriers that keep people away from online shopping and out of all responses 24.3% is refund policy, 20.7% is payment security, 18.9% is high shipping cost, 18% is value added tax, 9.9% is warranty and claims of the product after purchase.
- Across all responses, 54.5% respondents had a good experience after purchasing an online product, 23.5% had an average experience and 20.5% had an excellent experience after purchasing a product online.

5. Conclusion

Based on the present study and all the responses collected through questionnaire it is concluded that the people of Vadodara city are overall satisfied through online shopping as compared to retail stores.

Some of the barriers affecting consumer behavior in online shopping are security of payments, value added tax in some products, high shipping cost and warranty claims of products.

The buying pattern is mostly observed in 2 to 3 months which shows that consumers who are well aware of shopping mostly prefer to shop online in all categories be it clothing, electronic products, grocery etc.

Online shopping has come out as a boon for all kinds of consumers and despite the fact that it is highly convenient and time saving and of course it is also a cost cutting exercise, as it has a lot to offer to everyone. There is something or the other for that. his house to go shopping.

The main area of concern is limited internet access and language problem in rural areas, but this is only improving as India is moving towards digitization tremendously and making internet available to every corner in India.

As people in Vadodara city are moving towards online shopping as compared to visiting retail shop, during this pandemic and to protect themselves from COVID 19, people living in Vadodara city are buying most of the products from Amazon, Flipkart, Myntra prefer and avoid going out to protect themselves. With the growth of technologies in the business world, the marketer's job has changed from billboard and print advertising to more on e-marketing mediums. With the high growth of online marketing, online buying and selling, and web-design of online companies specified design, target audience. Today's companies focus on designing web-pages for marketing their product rather than showing advertisements on TV, billboards, magazines, newspapers etc. E-marketing is the future of marketing, it is quick, less expensive and gives accurate information on time. Digital media is the best platform to convert a product into a brand. Because it is more cost effective and it provides lot of touch points to the marketer. Brands can be able to engage with their target group in an effective manner through digital platforms. Digital media is not just for engagement, brands can grow their customers or they can retain their existing customers. Digital platforms help in increasing the impact of brand recall across target groups. The current study shows that the influence of digital channels does not support the change in customer opinion towards purchasing a product, but in the near future digital channels influence the customer's purchase opinion because of the popularity of digital channels among customers. The idea is clear. Digital marketing can achieve much more if it treats consumer desires as top priority.

The consumer is getting huge discounts, and variety of products and most importantly the reviews are being done by the customers on the app and youtube itself, so adding all these points we can conclude that the people of Vadodara city Many times shop through online shopping.

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