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"A STUDY ON THE IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF WORKING WOMENS" WITH SPECIFIC REFERENCE TO BENGALURU CITY

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INTRODUCTION:

Digital marketing is the new savior of the new business era. Technology has taken a preponderance of masses. Digital marketing is defined as trading of goods and services via computer internet or network. Internet and E-commerce technologies are transforming the entire economy, changing business models and customer behavior. We use smartphones, computers laptops, tablets, TVs to access the internet for all kinds of reasons. This connectivity is goldmine for markets. There are three key digital marketing pillars available to digital marketers i.e., data, technology and people. The term direct marketing was first used in the 1990's. Customers of online shopping are delighted with prompt delivery, flawless payment mechanisms, opportunity to save time & effort, building trust in consumers. In the developing countries like India, difference between the perception and actual experience of the customer varies buying from online compared to off line. To survive in this competitive world companies should switch to modern methods of doing business i.e., with the use of digital marketing.

Digital Marketing Scenario in India

India's population of online shoppers is growing fast, India is the 2nd largest in usage of internet, and there are 658 million internet users in India in 2022. India's internet usage rate is 47% of the total population. China is the first in list of countries with most internet users. In India Maharashtra has the largest number of internet connections, 7.14 crore. India gained three spots in the global ranking on median mobile download speed, reaching as 115th position with recording 14.28 Mbps which is reported in June 2022. An internet backbone is a very high-speed data transmission line that provides networking facilities to relatively small but high-speed internet service providers all around the world. Brijendra Kumar Syngal was an Indian telecommunications executive who was referred as the 'Father of Internet & data services in India. Kerala becomes the only state in the country with its own internet service. Best Internet services providers in India are Reliance JioFiber, Excitel Broadband, ACT Broadband, BSNL, Hathway. Google is the internet king in India. Looking up to the current scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there's a booming internet marketing industry in India. In India social media is the driving the adoption of digital marketing. According to a recent industry report e-commerce will account for 20.4% of global retail sales by the end of 2022. Flipkart is the largest online retailer in India. There are many online shopping sites in India like, Amazon India, Flipkart, Myntry, shoplclues, pepperfry, Paytmmall, firstcry, bigbasket, etc., Social media is helping to drive the development of digital marketing. Indian healthy population of young internet savvy are spending more time and money on online shopping trends. Online shopping activity is concentrated in major urban conurbations with Bangalore being the main centre followed by Delhi, Mumbai, Hydrabad, Chennai and Kolkata.

Buying behaviour of Women

Buying behaviour of customers' plays and important predominant role in business survival. Reaching the customers' needs, wants and by that way satisfying them will be through meeting their expectation. It involves segmenting the buying behaviour of customer on the basis of buying behaviour dimension, positioning the product in a way that appeals to the activities, interest and opinion of the target market. In India, alsomost 127 million females, alsomost 25.6% is from the working class. Today, women are actively involed in decision making, from buying a car to property women drive 70-80% of all consumer purchasing which is a huge shift from earlier days. Women can take the decision about shopping for her as well as family or group. Usage of smart phones and easy accessibility of internet women finding convenient online shopping. More over women are tend to be in social media now a days so it is making them to attract to the online shopping.

REVIEW OF LITRATURE:

Karishma Chaudhary, NorthCap University (2018): In her study on Analysis of Online Buying Pattern of Women Consumers with Reference to Apparels in India found that because of usage of internet and smart phone in India, the online shopping has become part of life. Both young and middle age women get attracted to purchase products through online apparels. To promote online payments offers can be given on Credit/Debit usage and wallets usage. She suggested to give home delivery with free of cost as it leads to the increase in the price of the products. Online shopping can attract customers if they understand factors like return policy, timely delivery of the product, durability of the clothes, discount and offers, brands, comfort, value for money, style and variety in clothes offered. Finally she suggested government of India to have Memorandum of Agreements with the industries, for making rural India a Wi-Fi India, can be an attractive business for online marketers.

Deepthi Kshirasagar (2015): in her article says India has around 100 million women smart phone users out of which 40% shop online. 70% online transactions happen through a smart phone device while only 30 percent use computer/tab. 53% women in metro cities prefer shopping online as compared to 47% in tier two and three markets. As per the survey, 80% women choose to interact with stylists while buying fashion and lifestyle products online when given an option. Women seeking the fashion expert in buying the products which suits them. Women prefer shopping between 9 – 11 pm that too on Monday and Friday. On an average, women shop in the following product categories like, 35% clothes, 26% fashion jewellery, 19% fashion accessories, 8% shoes, 12% home décor

Ankita Pareek and Rupal Babel Research Scholar says about the working women buying behaviour before and during covid-19 pandemic. They found that the majority of the payment for online shopping was through digital payment. Women felt safe before and during pandemic for buying any product but missed the physical shopping with feel and touch of the product. Working women felt energetic and less physically stress in online shopping because women need not too go to market for shopping purpose. Because of online shopping women can also save time, energy, and can get some discounts, offers & home delivery.

Madasu Bhaskara Rao, ICFAI Business School, ICFAI Foundation for Higher Education Ch Lakshmi Hymavathi, Vashi, Navi Mumbai, in their study on FACTORS AFFECTING FEMALE CONSUMER'S ONLINE BUYING BEHAVIOR says all about those factors which influence the buying behaviour of female consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Therefore, the focus of this study was mainly on factors that influence female consumers to shop online.

Dr. Poonam Ahuja Raipur, Chhattisgarh, INDIA on A STUDY ON BUYING BEHAVIOUR OF WORKING WOMEN THROUGH ONLINE SHOPPING (WITH SPECIFIC REFERENCE TO RAIPUR CITY) the main objective of the study is to identify and get insight into the main factors that working women takes into consideration when purchasing Online, to save time, study on awareness and factors of online shopping, knowing segmentation of online shopping, the study suggest that the online shopping has increased in India. New perception of the online shopping is a great example of the business revolution in India. Due to technological advancement, the concept of competitive advantage is escaping day by day business has been marked with a high degree of dynamism.

Statement of the Problem

Due to the technological and scientific development today's products will become obsolete. Even the taste and preference of the customers are changing drastically due to availability of new & innovative products. It is difficult to cope up with the changing needs of the customers, Specially related to working women's as they will be surrounded with different people in the work place whose buying behaviour is different from one person to another. These changes in the expectations of the women customers are due to many reasons, but one of the main reasons is changing buying behaviour. Buying behaviour changes are seen more in women than in men or children. This change in buying behaviour of women not only influence individual buying behaviour but also the work place as well as family buying behaviour. As a marketer one needs to understand the changing needs of the women customers and produce the goods and services accordingly.

NEEDS OF THE STUDY

Digital Marketing has brought desperate changes in the way in which the marketer markets the product and the way in which the customers are buying the same. There are many factors which influence the buying behaviour of women customers as they are well educated to select the products or services and these factors invariably affects the marketer to match the needs of the women customers. So it is necessary to study the impact of digital marketing on working women.

OBJECTIVE OF THE STUDY

The following are the objectives of the study
- To identify the factors influencing the changing buying behaviour of the working women.
- To examine the changing buying behaviour of the working women and their impact on Digital marketing.
- To suggest the Indian marketers, the changing buying behaviour of the working women and its influences on their buying behaviour.
- To study the awareness of Online Shopping amongst the working women
- To find the area to be strengthen to popularize the online shopping to the working women satisfaction.

RESEARCH METHODOLOGY:

Silicon city & software capital city of India is Bengaluru which is economically, socially, and technologically prosperous town in Karnataka is suitable for the study of this study. Research methodology is the systematic, theoretical analysis of the method applied to a field of study. Research is descriptive and exploratory in nature. It aims at understanding the factors affecting women online buying behaviour. This study is on primary data and collected through questionnaires. secondary sources are drawn from the published articles, research papers, census survey, published general reports, sources through related websites etc.

Women customers are dependent variable of the study towards online shopping. Demographic factors, convenience, time effectiveness, website design/features, social media are independent variables.

Sample Design

The present study will be on research study. The researcher uses both primary and secondary data. Researcher use simple random sampling technique to select the sample from Bengaluru District. Population taken from female consumers of different age groups in Bengaluru town. Sampling Frame will be of the working women consumers buying through online. This includes trial, occasional, frequent and regular consumers. Sampling Unit will be of Individual.

Sample Size

For fulfil the objectives of the study researcher randomly selected 50 working women in different field from Bengaluru District.

Sampling Method: Simple random sampling method.

Data Analysis and Discussion

Demographic Profile of the respondents

The demographic profile of the respondents in table 1 reveals that the age group of the respondents, Majority(54%) of the respondents belongs to 20-30 age group with post-graduation education (60%) and most of the respondents(42.90%) are professionals ,there working hours 6-8 Hrs are(81.40%),and earning their monthly income   more than 30000 are (31.4%)

1. Demographic Factors of the selected respondents

Variable	Details	Frequency	Percentage
Age in yrs	20-30	37	54
	30-40	20	28
	40-50	13	18
	50 & above	0	0
Education	under UG	8	11.40
	UG	19	27.10
	PG	42	60
	Ph.D	1	1.40
Designation	Professional	30	42.90
	IT Sector	8	11.40
	Self Employed	10	14.30
	others	22	31.40
working Hrs	6-8hrs	57	81.40
	8-10hrs	13	18.6
	10&above	0	0
Monthly income	<10,000	14	20
	10,000-20,000	14	20
	20,000-30,000	20	28.6
	>30,000	22	31.4

2. Online purchase behavior

Sl. No.	Category	No. of respondents	Percentage
1	Always	7	10
2	Occasionally	38	54
3	only particular Item	22	31.4
4	Never	3	4.3

It is found that 54% of respondents purchases the required items occasionally, and only few will never purchase on online mode in Bengalulu city.

3. Satisfaction level of respondents in online Shopping

Sl. No.	Category	No. of respondents	Percentage
1	Always	3	4.3
2	Sometimes	54	77.1
3	Occasionally	10	14.3
4	Never	3	4.3

Satisfaction level of the women employees after buying the products through online, 77.1% respondents are sometimes satisfied. Only 4.3% respondents are not satisfied with their online purchase.

4. Frequency of online purchase.

Sl. No.	Category	No. of respondents	Percentage
1	Monthly once	5	7.1
2	2 months once	11	15.7
3	3 months once	2	2.9
4	As and When required	52	74.3

In Selected respondents 74.3% are purchasing as and when they are required the products. It shows that much of working women in Bengaluru are not depend on their online purchase of daily need products.

5. Awareness about online shopping.

Sl. No.	Category	No. of respondents	Percentage
1	Friends & Family Members	23	32.9
2	Television	3	4.3
3	Social Media	44	62.9
4	News paper	0	0

We are aware of all digital Medias hence, according to our survey 62.9% of respondents are influenced by social Medias. 0% of respondents not at all influenced by newspapers because of outdated.

6. Experience of the respondents in their first online Shopping.

Sl. No.	Category	No. of respondents	Percentage
1	Bad	1	1.4
2	Average	29	41.4
3	Good	40	57.1
4	Excellent	0	0

More than half of the selected respondents had very good experience in their first online shopping but at the same time o% respondents didn't get excellent experience.

7. Electronic Devices used by the respondents for online Shopping

Sl. No.	Name of electronic devices	No. of respondents	Percentage
1	Mobile	68	97.1
2	Tablet	1	1.4
3	Laptop	1	1.4
4	Desktop	0	0

More than 95% of respondents using the mobile devices for buying the things through online as it is the commonly used by every working women.

8. Reason for online Shopping

Sl. No.	Category	No. of respondents	Percentage
1	Saves time	30	42.9
2	Convenient	17	24.3
3	Easy accessible	17	24.3
4	Exchange Option	6	8.6

From the above table it shows that majority of respondents i.e., 42.9% are depends on the online shopping because of the reason of saving the time and equal respondents says that they go for online shopping for the reason of convenient and easy accessibility.

9. Mode of Internet access

Sl. No.	Mode of internet	No. of respondents	Percentage
1	Mobile data	58	82.9
2	WiFi	12	17.1
3	Broad band	0	0
4	Cybercafe	0	0
5	Free internet Zone	0	0

More than 80% of the respondents are in the survey are depends on the mobile data as it is the common for source of online shopping.

10. Preference of search Engine

Sl. No.	Search Engine	No. of respondents	Percentage
1	Google	64	91.4
2	Bing	0	0
3	Yahoo	0	0
4	others	6	8.6

The above table depicts that 91.4% are depends on the google search engine and only 6 respondents of total 60 are depends on the other search engine.

11. Respondents visit the website maximum

Sl. No.	Websites names	No. of respondents	Percentage
1	Amazon	47	67.1
2	Flipcart	47	67.1
3	Myntra	3	4.3
4	Snapdeal	3	4.3

Irrespective of many online shopping website our working women respondents equally depends on amazon and flipcart than myntra and snapdeal.

12. Buying Behaviour of online Shopping

Sl. No.	Buying behavior	No. of respondents	Percentage
1	Daily Need Products	18	25.7
2	Luxuries items	2	2.9
3	cloths	41	58.6
4	Electronic goods	9	12.9

Majority of the customers are depends on the online shopping for cloth products than daily need products and other luxuries items.

13. Respondents preference mode of Payment

Sl. No.	Mode of payment	No. of respondents	Percentage
1	Net Banking	11	15.7
2	E Wallet	4	5.7
3	Cash on Delivery	46	65.7
4	Debit & Credit Cards	9	12.9

It is clearly depicted that the majority of the respondents of working women in Bengaluru depends on the cash on delivery mode than net banking, E Wallet and debit/credit cards.

14. Use of social media App for online Shopping

Sl. No.	Type of social media	No. of respondents	Percentage
1	Always	5	7.1
2	Never	17	24.3
3	Occasionally	32	45.7
4	only for particular items	16	22.9

In our working women respondents in the survey use the social media apps of the online shopping occasionally, as they much depends on the google searche engine to get the information.

15.Name of social media which influenced on online shopping

1	Facebook	14	20
2	instagram	28	40
3	Twitter	0	0
4	Youtube	15	21
5	Snapdeal	1	1.4
6	others	12	17.1

49% respondents are depends on the instagram and 0% on Twitter for the online shopping.

16. Have you faced any fraud while doing online shopping

1	once	17	24.3
2	more than once	10	14.3
3	more than twice	2	2.9
4	never	41	58.6

More than 50% of the respondents didn"t face any fraud while doing online shopping.

17. Did you received any damaged products

1	Yes	50	50
2	No	50	50

Equal response has been received related to the receiving of damaged products.

18. Which kind of action has been taken by online website in case of any problem in online sopping

1	Refund	31	41.3
2	Exchange	27	38.6
3	Appoligy	2	2.9
4	No response	10	14.3

There is a different openion related to the solving of the problems araised in online shopping. But maximum respondents got exchanged the new products.

19. Does online shopping is a question of status for you.

	Always	7	10
	Never	40	57.1
	Only particular items	14	20
	Occasionally	9	12.9

Many respondents (57.1%) are not doing online shopping for the sake of status. Just they want to save time & money.

20. Do offers and discounts lead for more buying.

1	Always	8	11.4
2	Sometimes	26	37.1
3	Depends on product or price	34	48.6
4	Never	2	2.9

From the above table it is understood that many women employees in our survey purchase through online not for the reason of discoutns and offes. They do it depends on the product or price.

21. Did you get the same product what you ordered

1	Yes	57	81.4
2	No	13	18.6

Majority of the respondents given the response positively related to the accuracy of the supply of products by the online websites or sellers.

FINDINGS OF THE STUDY:

- 52% of the respondents are under the age of 20-30 years which is the highest record.
- 28.6% of the responds are of the salary group of more than 30,000.
- It is found that majority of working women will purchase through online occasionally.
- 77.7% of the respondents satisfaction level in digital mode of buying will be only sometimes not regularly.
- 74.3% of the working women in our survey will buy through online only when they require it.
- 0% of the respondents tell that they never depend on newspaper for online shopping and never got excellent experience on their first online buying.
- 97.1% major respondents prefer mobile device for the digital mode of purchasing of the goods.
- 82.9% of the respondents said that they depends on the mobile data for mode of internet.
- 0% of the working women respondents in Bengaluru never depends on bing & Yahoo as search engine as majority of them depends on google platform.
- 67% of the respondents in our survey depends on the Amazon and Flipcart website than Myntra and Snapdeal.
- 58.6% of the working women in Bengaluru do online mode of shopping to buy clothes than other products like daily need products, luxurious items and electronic goods.
- Majority of working women respondents relay on cash on delivery mode of payment for online shopping.
- Differentiated responses are there related to the influence of social media on online shopping.

CONCLUTION:

The study can be concluded that there is a great influence on working women because of impact of digital marketing. Even though all working women are familiar with the digitalization with good education level they prefer to purchase only particular items as and when they require it. Social Media impact is more on buying behavior of online shopping especially in particular with Instagram. Mobile & mobile data are the major mode of digital shopping. Google, Amazon and Flipcart are major player of digital marketing.

SUGGESTIONS:

- In order to give good satisfaction to customers online websites have to adopt a good service.
- To increase good experience of the respondents online sellers and websites should improve their supply of goods with good packing, quality, quantity along with right product should reach the right customers.
- They should give some offers and exchange option to the customers to increase their sales revenue.
- As per the survey any respondents in Bengaluru are not favorable with Myntra & Snapdeal, therefor they should improve their promotion of their company and products.

- Online shopping flat form websites should also give assurance to the customer about avoidance of fraudulent activities in the digital shopping to increase the online mode of payment and also personal data of the customers should be kept confidential.
- Any fraud or damaged product or wrong product reach to the customers means it should be handled carefully to take action to solve the problem.

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