

Online Marketing and its Impact on Buying Behaviour of Young Generation at Aurangabad City (Selected Shops)

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Abstract: Online marketing is the fastest growing and most exciting branch of marketing today. As the world becomes ever more connected, keeping up with developments and trends is vital for marketers trying to reach new audiences – who are more discerning, fragmented and cynical than ever. Technology and software are changing at such a high rate that it seems almost impossible to keep up with trends. Products and services are evolving and adapting to the online sphere. The web is constantly shifting, growing and changing – everything is fleeting. Online Marketing can look a little daunting with all of its many components. Search Engine Optimization, Pay per Click, Social Media, Blogs, plus much more! – It can all be quite overwhelming. Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy. However, how to apply Online marketing especially how to utilize it to attract more visitors to a certain website is still a big question for a number of advertisers.

Keywords: Online marketing, Search Engine Optimization, Pay per Click, Social Media, Blogs, Multi-channel.

1. Introduction

Online Marketing is any means you use to market your business online. How to market to people has radically changed over the last few years and it can be very confusing to businesses. Social media in particular is an area that has radically changed how you market your business. Consumers are much smarter and are not as interested in messages being broadcast to them and are therefore engaging more with social networks. Through these they are finding out what products to buy, services to use, and so on, based on trusted recommendations from their friends and family. It is estimated that 78% of the time if you read a recommendation from friends online you trust that recommendation but what's more interesting is that if you read that recommendation from someone you don't know you still trust it 60% of the time.

A. Definition

"Marketing efforts done solely over the Online. This type of marketing uses various online advertisements to drive traffic to an advertiser's website. Banner advertisements, pay per click (PPC), and targeted email lists are often methods used in Online

marketing to bring the most value to the advertiser. Online marketing is a growing business mainly because more and more people use the Online every day. Popular search engines such as Google and Yahoo have been able to capitalize on this new wave of advertising".

Online marketing—often called online marketing or eMarketing is essentially any marketing activity that is conducted online through the use of Online technologies. It comprises not only advertising that is shown on websites, but also other kinds of online activities like email and social networking. Every aspect of Online marketing is online, meaning that it is electronic information that is transmitted on a computer or similar device, though naturally it can tie in with traditional offline advertising and sales too.

2. Online marketing has three cornerstone principles

- *Immediacy:* The web changes at a blistering pace and online audiences, whose attention spans are short, expect on-the-minute updates and information. To keep the favour and attention of this group, you must respond to online messages and interact with communities as quickly as possible.
- *Personalization:* Consumers online are no longer faceless members of a broad target audience – they are individuals who want to be addressed personally. Use the wealth of personal information available online to your benefit by targeting the relevant people precisely and personally.
- *Relevance:* Communication online must be interesting and relevant to the reader, otherwise it will simply be ignored. With all the information that is competing for your audience's attention, you must find a way to stand out and engage readers. The best way to do this is by giving them exactly what they want, when they want it. Throughout this course, you will learn tips and techniques for making all your online communication more immediate, personal and relevant.

3. Review of literature

The following are the important review related to this study:

- *Vishal Khasgiwala & Monica Sainy* In their study titled “Gender disparity wise study of Impulsive buying behavior and exploratory tendencies of youth in central India”, impulsive buying behaviour is experimented. Impulsive buying is a common behavior today and can occur in any setting. Much of the human activity is driven by impulses that are biochemically & psychologically stimulated. Beatty and Ferrell described that Impulse buying refers to immediate purchases which are without any pre-shopping objective either to purchase the specific product category or to fulfill a specific need. It is not consciously planned, but arises immediately upon confrontation with certain stimulus. India Being a transitional economy technological boom such as television shopping channels and the Internet expand consumers’ impulse purchasing opportunities, increasing both the accessibility to products and services and the ease with which impulse purchases can be made. Impulse buying is an unplanned purchase that is characterized by relatively rapid decision-making, and a subjective bias in favor of immediate possession.
- *Dastidar & Datta (2009)*. In this study it was found that, relationship present gender wise between both the variable and influence of exploratory tendencies on impulsive buying behavior on in young female is higher than young male. It reveals that, variety seeking, risk taking/innovativeness, and curiosity motivated behavior in young female is higher result spontaneous buying behavior. While study shows that, in male it is very lower. The population in the age-group of 15-34 increased from 353 million in 2001 to 430 million in 2011. Current predictions suggest a steady increase in the youth population to 464 million by 2021. By 2020, India is set to become the world’s youngest country with 64 per cent of its population in the working age group (The Hindu, 17 April 2013).
- *Sathish and A. Rajamohan (2012)*. In their study Consumer behavior and buying behaviour 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 in this study that “Consumer behavior is still a young discipline and most of the research now available has been generalized only during the past fifteen years or so. Innovations such as the buying behavior concept and AIO research represent ways to move the study of consumers away from isolated, often unrelated projects towards broader integrated systems and research techniques.

- *Priyanka Mehra (2009)* in her article mentions that youth have always been a prime target for marketers. More so in India now, as two-thirds of the population is below 35 years of age. 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 excess of its numerical strength. Nine million people in the age group of 12-25 years from the top 35 cities (one million plus population) in India are the ones setting the trends and raising the aspiration value for one-billion-plus Indians, reports Mind Share Insights.

4. Statement of the problem

Impact of Online Marketing on young generations Buying Behavior in Aurangabad city(Selected shops).

A. Objectives of the Study

- To determine the purpose of usage of internet of online shoppers.
- To understand and determine the attributes attracting Consumers to shop using Online Marketing.
- To understand the effectiveness of advertisement in Online Marketing and their effects on some of the consumers decision making in buying pattern.
- To analyze the purchase and usage pattern of products with help of Online Marketing.

5. Limitations of the study

- It was assumed that all response given by respondents is true and unbiased.
- The study focuses only on consumer behavior towards online marketing, geographical area confined to Aurangabad only.
- The information collected from the respondents may not be able to generalize due to the small sample size.
- The study was done for short period, which might not hold true long run.
- Time is one of constraint to meet respondent.

6. Research methodology

Data for this study was collected by means of a Survey

conducted in Aurangabad. The sample size was 50. The Questionnaire was used mainly to test the model proposed for Attitude towards online shopping. The types of research were both exploratory as well as Descriptive have been employed.

A. Research design

This study has been incorporated both exploratory as well as descriptive research design.

B. Sample Design

1) Sampling plan

- Sample Unit; respondents in only Aurangabad city. The sample size used for the study is 50. Responses Collected from 50 respondents. The sampling population for this research was the people of Aurangabad as it was particularly concentrated on this geographical region. Convenience sampling technique has been used.
- Sampling Techniques-Non-Probability
- Sampling Instrument-Structured Questionnaire

C. Data collection

- Primary data: Data collected through structured questionnaire from the respondents
- Secondary data: includes the information obtained from the existing research reports, surveys, journals or magazines regarding consumer approach towards online shopping.

D. Data analysis

The study has used descriptive statistics has been used for the data analysis for the better clarity in the result.

1) Age

Table 1
Age

Particulars	No .of Respondents	Percentage
15-19	11	21%
20-29	13	27%
30-45	20	40%
46-60	06	12%

Interpretation

Study shows age of online shoppers 40% found 30-45 years of age, 27% found 20-29 years of age, 21% found 15-19 years of age and 12% found shows for 46-60 years of age respondents.

2) Gender

Table 2
Gender

Particulars	No .of Respondents	Percentage
Male	31	62%
Female	19	38%
Total	50	100%

Particulars	No. of Respondents	Percentage
Yes	48	97%
No	02	3%
Total	50	100%

3) Profession

Table 3
Profession

Particulars	No .of Respondents	Percentage
Student	21	42%
Business	10	20%
Professional	09	18%
Service	07	14%
Other	03	06%
Total	50	100%

4) Monthly income

Table 4
Monthly income

Particulars	No .of Respondents	Percentage
15,000	09	18%
15,000-30,000	15	30%
30,000-45,000	07	14%
45,000-60,000	09	18%
60,000- 100,000	10	20%
Total	50	100%

5) Marital status

Table 5
Marital status

Particulars	No .of Respondents	Percentage
Single	32	63%
Married	18	37%
Total	50	100%

6) Do you use internet

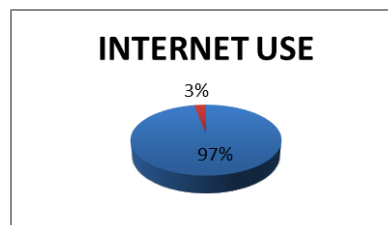


Fig. 1. Internet use

Table 6

Particulars	No. of Respondents	Percentage
Social Network	19	38%
Mail	08	18%
Browsing	10	20%
Shopping	12	24%
Total	50	100%

7) What is the purpose of usage of online for?

Table 7
Purpose of usage of online for

Particulars	No. of Respondents	Percentage
Convenience	15	30%
Ease of finding products	09	18%
Inclination towards trying something new	06	11%
Ease of comparison	08	17%
Offers/Discounted prices	12	24%
Total	50	100%

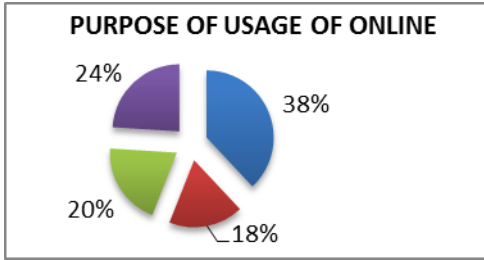


Fig. 2. Purpose of usage of online

8) *How often do you shop online?*

Table 8
How often do you shop online?

Particulars	No. of Respondents	Percentage
Frequently (once a week)	04	8%
Regularly (at least once a month)	08	17%
Occasionally (once in 2-4 months)	17	33%
Rarely (Once in a year)	05	10%
According to the need	16	32%
Never	00	0%
Total	50	100%



Fig. 3. How often do you shop online?

Interpretation:

Study shows how often consumer shops online, occasionally 33%, according to their needs 32%, regularly 17%, Rarely 10% and frequently 8%.

9) *Why do you prefer Internet shopping?*

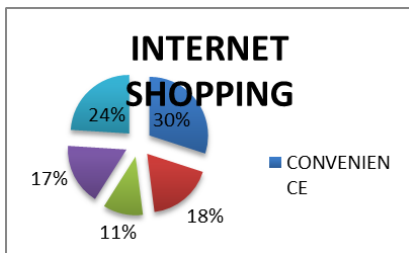


Fig. 4. Why do you prefer Internet Shopping?

Interpretation:

Study shows online consumers preferences 30% convenience, 24% offers/discounts, 18% ease of finding products online, 17% goes for comparison and 11% for inclination for new products.

10) *What products have you purchased on line please tick*

Table 9
What products have you purchased on line?

Particulars	No. of Respondents	Percentage
Jewellery	09	18%
Textiles	12	14%
Gift articles	15	30%
Books / CD's	06	12%
Electronic goods	06	12%
Others(please specify)	02	4%
Total	50	100%

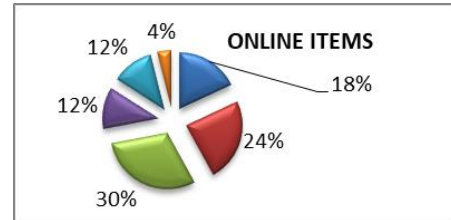


Fig. 5. Online items

11) *What is your perception about risk in Internet shopping?*

Table 10
What is your perception about risk in Internet shopping?

Particulars	No. of Respondents	Percentage
No possibility for "touch, feel or see" actual product to assess quality	22	43%
Fear of on time delivery after payment	19	38%
Fear that the delivered products would not match those described on the Website	09	19%
Total	50	100%



Fig. 6. Risk in internet shopping

12) *In General, what do you feel about the online merchants?*

Table 11
In general, what do you feel about the online merchants?

Particulars	No. of Respondents	Percentage
Most Internet merchants have a good reputation	16	31%
In general, I cannot rely on Internet vendors to keep the promises that they make	18	38%
Internet merchants always keep promises and commitments	16	31%
Total	50	100%

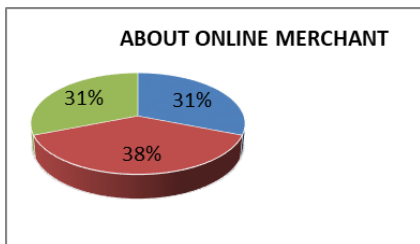


Fig. 7. About online merchant

13) When you buy products on line which of the procedures do you follow

Table 12

When you buy products on line which of the procedures do you follow?

Particulars	No. of Respondents	Percentage
I buy online after analyzing the information provided on line	14	28%
I get information from the internet and discuss with others before placing orders online	15	30%
I get information from the internet, visit shops to verify the details and place order either online or buy locally	09	18%
I get the information from internet but I buy only from the local dealers / shops	12	24%
Total	50	100%

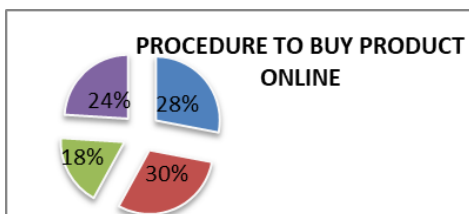


Fig. 8. Procedure to buy product online

14) Which parameters affect your buying decisions the most?

Table 13

Which parameters affect your buying decisions the most?

Parameters	No. of Respondents	Percentage
Advertisements	09	18%
Price	09	18%
Schemes	04	09%
Quality	28	55%
Total	50	100%

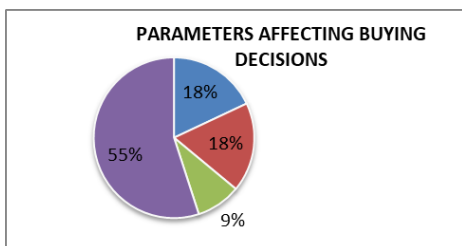


Fig. 9. Parameters affecting buying decisions

7. Findings of the study

- Study shows age of online shoppers 40% found 30-45 years of age, 27% found 20-29 years of age, 21% found 15-19 years of age and 12% found shows for 46-60 years of age respondents.
- In this survey shows Male respondents are 62% and 38 % are female respondents.
- Study shows online shoppers profession by 42% students, 20% from business, 18% from professional, 14% from services and only 6% from others.
- Study shows income of online shoppers as 30% consumers earning between Rs.15,000-30,000, 20% consumers earning between Rs. 60,000-100,000, 18% consumers earning between Rs.60,000-100,000 also 18% same for Rs.15,000 and 14% Rs. 30,000-45,000.
- In this survey shows single respondents are 63% and 37 % are married respondents.
- Study shows consumer whether use or not of internet, 98% consumers using internet only 2% says they do not used internet.
- Study shows consumer purpose of usage of online, 38% used for social networking, 24% for shopping, 20% for browsing and 18% for mails and others.
- Study shows how often consumer shops online, occasionally 33%, according to their needs 32%, regularly 17%, rarely 10% and frequently 8%.
- Study shows online consumers preferences 30% convenience, 24% offers/discounts, 18% ease of finding products online, 17% goes for comparison and 11% for inclination for new products.
- Study shows the consumer buy online products as 30% Gifts & articles, 24% Textiles, 18% jewellery, 12% Electronic goods & books respectively and 04% for others.
- Study shows consumers risk while online shopping 43% consumers thinks products are intangible, 38% says fear of time delivery and 19% says fear of matching products as on delivery and website.
- Study shows 38% consumers cannot rely on internet vendors and both merchant reputation and promises and commitments from merchants are 31% respectively.
- Study shows 30% consumers collect information from the internet, 28% after analysing the product information, 24% consumers buy only from the local dealers/shops and 18% consumers visit the shops to verify the product.
- 55% of respondents are those whose buying decision are affected by Quality of apparels and Price & advertisements are both on second number i.e. 36% are respondents whose decision are affected through Price & advertisements and only 9% of respondents are those who are affected due to Schemes.

8. Suggestions of the study

The following are the important suggestions of the study

- Being open with your readers is important to develop trust. Always advertise in an honest way, even with affiliate promotion. If your readers understand why they should use a link then they may follow your links.
- Marketers need to understand the approachability of the online facilities to the youth segment, before launching any product in online.
- Marketers need to conduct pre market survey to identify the need of the consumers especially in online marketing.
- As most of the studies revealed that the consumers are risk averse and hence they need to be taught how to handle risk associated with online marketing.
- The study ultimately suggests the readers and users to be aware of all the online marketing portals and make use of their utility to the maximum extent with utmost care and caution.
- Consumers need to be aware of online marketing and there is a need to create a proper awareness.

9. Conclusion

Internet usage continues to grow and expand into new areas of life. One of the most impacted groups of the virtual world is a segment of young people who grew up in an environment open for personal computers, the Internet and mobile technologies. Modern technologies make major changes in the behaviour of today's youth. How they spend their free time, has the influence on their purchasing trends. New media in the goods market allow you to overcome virtually unlimited time and space, thus providing consumers with the opportunity to purchase products from all over the world without leaving home. Progressive changes in the behavior of young consumers is particularly important for businesses that cater to this segment of consumers. Internet, which is the fastest growing medium without a doubt becomes an area for action and opened wide opportunities for communication with the consumer, and how to provide them with sufficient, personalized offers. The

strong influence of the Internet on the lives of young people and trends that are the consequence of market behaviour should encourage companies to build relationships with young consumers through the virtual world.

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