
CHANGING PATTERN OF DIGITAL MARKETING PROCESS IN INDIA

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ABSTRACTS

The current investigation analyzed the potential contrasts among buyer sub bunches as far as sexual orientation, age, training, and salary. The examination shows that there were no critical contrasts in buyer mentalities because of these segment factors, except for money. The examination inferred that the higher the levels of pay of buyers, the more good the disposition towards web based shopping. Result indicated that salary of customers has clear effect on their web based shopping mentalities. Examination of information and results uncovered that web based shopping is helpful, time and cash putting something aside for buyers. For the most part customers of significant urban communities of Uttar Pradesh are keen on buying cell phones through web/web based shopping. The advertisers must offer significance to advantages of e-showcasing, comfort, security and protection issues, item data and determination opportunity, great landing page, and so on to draw in the consideration and satisfy purchaser's needs in their promoting approaches and methodologies. Generally speaking 210 respondents concurred that internet shopping is advantageous, 07 answered they don't have the foggiest idea and 33 respondents differ about the variable helpful. It was found by the investigation of results that there was accommodation in internet shopping. The emanant utilization of E-Marketing in India gives a creating vision to online customers. This theory intends to address significant perspectives regarding the job of the Internet in dynamic, the impact of the Internet on Consumer Behavior, Post Purchase Behavior, The Consumer Decision Making Process and Websites promise to the Brand in such a case that E-Marketers need to create in the Online Domain, they should be worried about the factors influencing the Indian online purchaser, their plan to wandering on the web, sorts of conduct when they adventure on the web and the connection between these purchasers, at that point they further build up their E-Marketing techniques to change over forthcoming clients into dynamic ones.

Key words: Digital marketing, Internet, E-marketing, Consumer behaviour

1.1 INTRODUCTION

Digital marketing is used differently by various individuals as a term. It is also used as a synonym for "internet or web marketing," "e-marketing e-commerce," and "e-business." While these terms are interrelated, there is a distinction between all the terms, but (Rowan, 2002). Internet marketing refers to the promotion of online products and services involving a live internet connection in real time (Hanson and Kalyanam, 2007). E-business is a broader term which deals with the application of technology in internal business processes and third-party transactions. It includes e-commerce that reflects its side of commerce and e-marketing that includes its side of marketing. E-marketing, also referred to as electronic marketing, "uses internet and digital technology and requires the promotion of products or services by electronic methods or media (Hoge, 1993). Rowan (2002) defined e-marketing as the use of information technology to complete the marketing process involving the development, communication and distribution of value to customers and the management of customer relationships (Lamb, Hair and McDaniel, 2001). E-commerce, which represents the commercial side of the company, relates to internet purchasing and sale and includes electronic media financial transactions.

1.2 INTERNET: THE CORE OF DIGITALMARKETING

Due to its simple incorporation and connectivity with different digital devices such as cell phones, laptops, watches, TVs and many more, the Internet remains at the heart of digital marketing (Smith, 2011). The Internet, perhaps the most significant innovation of the 20th century, has altered the reach of advertising. It has emerged as a multi-channel feature of marketing, sales, distribution and relationship building that serves as a platform. Items are now being positioned, advertised, distributed and bought over the Internet. The conventional marketing mix approach was also altered by the Internet. This helps the marketer to sell more types of mass-customized items. The Internet facilitates the simple comparison of prices between goods available to consumers. The Internet has added a new distribution platform that is easy, fast and quick. Promotion has undergone a paradigm change in which commercial advertisements have been debated and consumers have become storey tellers. To execute the digital marketing strategy, marketers are now using many marketing strategies, such as SEO* (Search Engine Optimization), SEM* (Search Engine Marketing), affiliate marketing* and PPC* (Pay-per-click) and others.

1.3 DIGITALIZATION

Digitalization play a crucial part in today's modest market placeas it involve discovering business model, using digital skills which decreases cost and enlarge business worldwide . It not only benefit the patrons but it also decreases the stress of organization as there's no dread of wear and tear and tear or theft of goods as there's no immovable location of shop. It also confirms qualityand decreases fraud as there's transparency within the corporate and there's highly competitive market so patrons are generous to make choice. There are various E-Commerce models for example:

- Business to Business E-Commerce (B2B) here mutually the parties involved within the business. For example- myntra deals with numerous brands.
- Business to Customers (B2C) here purchasers and venders of goods and facilities do online dealings. For example-online shopping.
- Customers to Customers (C2C) here together the purchaser's and venders are individual. For example- In OLX both the parties involved are specific they vend the old product which is of no usage to him digitally by means of internet to the one who find it more valuable.
- Business to Government (B2G) : It include vending product and facilities to the govt by means of internet.

The promotion view point of corporate assumes that a corporation can best serve, flourish and attain turnover by categorizing and nourishing the requirements of its clients. This though, may be a recent thinking; various definitions of selling are given from different perspective, exchanges and utility being the second important. The present millennium has unfolded new business rules, the foremost significant of them being that past experiences during a given product market is not any indicator for future success. Market leadership can't be taken without any consideration because customer loyalty doesn't exist. The customer today features a much wider choice.

1.4 CONSUMER BEHAVIOUR: EFFECTS OF DIGITAL MARKETING

Consumer behavior is the study of how individuals purchase, what they purchase, once they purchase and why they buy. Consumer Behavior is the psychology behind marketing the behavior of consumers within the marketing environment. Two major psychological disciplines inherit play when observing and trying to elucidate consumer behavior. The primary is psychology which may be a study of all knowledge related (mental) behavior- the eye, perception, memory and deciding are the varied aspects of psychology that play

a key role in consumer behavior. The second inner castigation that has theories to elucidate certain phenomenon of purchase conduct is psychology. It's the knowledge of the way during which the temperament, attitude, stimulation and behavior of a private influence are influenced by groups.

A consumer making a purchase decisions are getting to be affected by the given below Factors/dynamics:

- Cultural Factors
- Social Factors
- Reference groups
- Personal Factors
- Psychological Factors

1.5 RESEARCH METHODOLOGY

The motivation behind this exploration was to analyze the e-shopping propensities and the customer conduct in five significant urban areas of Uttar Pradesh to be specific Noida, Ghaziabad, Meerut, Bulandshahr and Hapur. An endeavor was made to recognize the central point that impact internet shopping propensities for customers. It was additionally inspected that what kind of items shoppers needs to purchase and for what reason do customers shop on the web. The examination inspected the effect of segment factors, respondents demeanor towards use of web every day, their inclinations about electronic items, mobiles telephone inclinations and different variables like efficient, cash sparing and comfort and respondents' opinion of security and protection issues.

1.6 RESEARCH DESIGN

This research focuses on the investigation and translation information gathered in correspondence to the exploration factors. Investigation of information is the way toward separating the examination into its constituent pieces of classifications as per the particular inquiries under the announcement of the issue. Understanding of information implies the assignment of reaching inferences and errand of clarifying their note worthiness after a cautious examination of information. The point of this examination was to know the effect of e-promoting on customer purchasing conduct in significant urban areas of Uttar Pradesh.

A Likert-type scale, for the most part expects that the force of answer is direct. Respondent answers addresses beginning from emphatically concur, concur, don't have the foggiest idea, differ and firmly

oppose this idea. Respondents are offered five to at least seven pre-decided reactions to reply. It is commonly five-point scale by which purchasers can communicate their understanding or contradiction focuses with a specific inquiry. A Likert scale is generally known as a psychometric scale. It is engaged with research that utilizes surveys. It is the ordinarily utilized way to deal with scaling reactions in study research, to such an extent that this term is utilized reciprocally with the rating scale, despite the fact that there are different kinds of rating scales.

Chi-square test was utilized for dissecting the reactions for five significant urban communities of Uttar Pradesh (Noida, Ghaziabad, Meerut, Bulandshahr and Hapur) for different elements like accommodation, cash sparing, efficient, security and nature of items.

1.7 SAMPLE SIZE

The example or populace speaks to inhabitants of different portions of Noida, Ghaziabad, Meerut, Bulandshahr and Hapur urban areas of Uttar Pradesh. Test was chosen from business experts, under studies and other instructed individuals of above urban communities as it were. Study utilized comfort inspecting. Populace was isolated into bunches as indicated by age, pay, instruction, and occupation and so on. An aggregate of 400 respondents were chosen for answers of the survey of various urban areas of Uttar Pradesh. Out of all-out 400 numbers, 100 respondents were from Noida, 50 from Ghaziabad, 50 from Meerut, 100 from Bulandshahr and 100 from Hapur urban communities. Male respondents were 300 (75%) and female respondents were 100 (25%) numbers. Youthful age 18-35 years were 200, age bunch 35-50 were 150 and over 50 years were 50. Respondents training was auxiliary pass were 100, graduates were 100, and post graduates/proficient was 200.

1.8 RESULTS AND DISCUSSION

Population of respondents of five cities

An aggregate of 400 respondents was chosen for answers of the survey of various urban areas of Uttar Pradesh. Out of complete 400 numbers, 100 respondents were from Noida, 50 from Ghaziabad, 50 from Meerut, 100 from Bulandshahr, and 100 from Hapur urban communities.

Table: 1.1

Details of respondents of five cities

S.No.	Major cities	Number of respondents	Percentage (%)
1.	Noida	100	25%
2.	Ghaziabad	50	12.5%
3.	Meerut	50	12.5%
4.	Bulandshahr	100	25%
5.	Hapur	100	25%
	Total	400	100%

Hypothesis – 1 Online shopping is easy and convenient in Noida City

H₀- Online shopping is easy and convenience in Noida City

H₁ - Online shopping is not easy and convenience in Noida City

Table: 1.2

Observed and expected frequencies using Chi-Square test

S.No.	Choices	Observed frequency (O _i)	Expected frequency (E _i)	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
1.	Strongly Agree	50	20	30	900	45
2.	Agree	30	20	10	100	5
3.	Disagree	10	20	-10	100	5
4.	Strongly disagree	7	20	-13	169	8.45
5.	Do not know	3	20	-17	289	14.45
	Total	N=100	N = 100			78

Analysis of respondents replies for factor of easy and convenience in the Noida city

Examination of the outcomes shows that customers/respondents feel that internet shopping is helpful on the grounds that it is anything but difficult to shop on the web, accessibility of different products and enterprises and it is efficiency in it. Likert scale (five-point concur dissent) was utilized to decide the respondent's answers. It was discovered that 80% respondents were totally concurred that there is accommodation in web-based shopping. Chi-square worth was 78.00 at 4 degrees of opportunity according to the table. The determined chi-square worth was more than the table worth. Generally respondents have an uplifting disposition towards comfort factor in web-based shopping.

Analysis of respondents replies for factor of Perception towards saving of money in online shopping in the Noida city

Question- 2 Perception towards saving of money in online shopping?

Indicate your choice (A) strongly Agree (B) Agree (C) Disagree (D) strongly disagree (E) Do not know

Table: 1.3**Number of responses for factor money saving, Noida**

S.No.	Choices	Number of respondents
1.	strongly Agree	40
2.	Agree	35
3.	Disagree	12
4.	strongly disagree	8
5.	Do not know	5
	Total	100

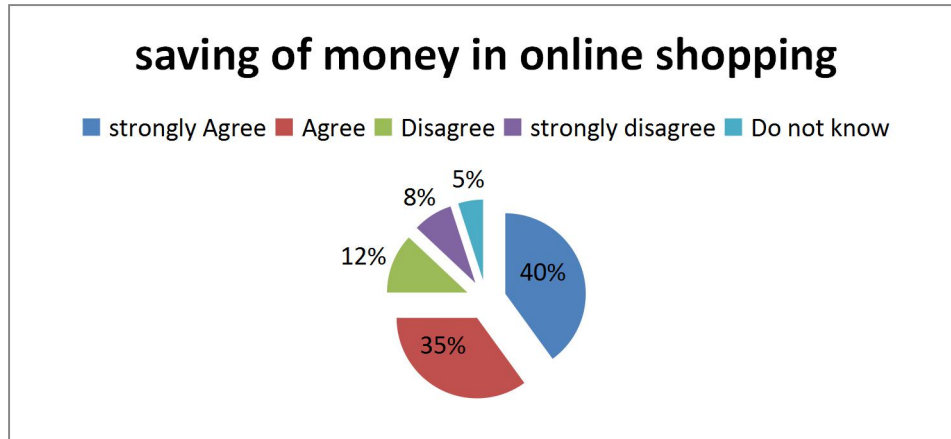


Figure: 1.1 Number of responses for factor money saving, Noida

Hypothesis – 2 Significance of Online shopping for money saving factors in Noida City

H₀- Online shopping is relevant for money saving factors in Noida City

H₁ - Online shopping is not relevant for money saving factors in Noida City

Table: 1.3

Observed and expected frequencies using Chi-Square test

S.No.	Choices	Observed frequency (O _i)	Expected frequency (E _i)	O _i - E _i	(O _i - E _i) ²	(O _i - E _i) ² /E _i
1.	strongly Agree	40	20	20	400	20
2.	Agree	35	20	15	225	15
3.	Disagree	12	20	-8	64	3.2
4.	strongly disagree	8	20	-12	144	7.2
5.	Do not know	5	20	-15	225	15
	Total	N=100	N = 100			60.4

Investigation of the outcomes shows that customers/respondents find web-based shopping sets aside cash since it offers items at lower costs and there were no transportation expenses of purchasers. Likert scale (five-point concur dissent) was utilized to decide the respondent's answers. It was discovered that 75% of

respondents totally concurred that there is cash sparing in web-based shopping. Chi-square worth was 60.40 at 4 degrees of opportunity according to the table.

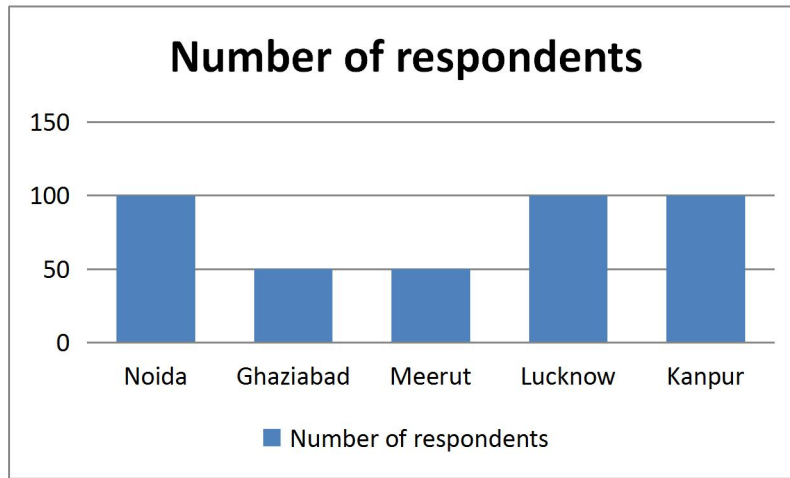


Figure:1. 2 Demographics of respondents of five cities

1.9 Summary of convenience factor

Generally speaking, 210 respondents concurred that web-based shopping is helpful, 07 answered they don't have a clue, and 33 respondents differ about the variable advantageous. It was found by the investigation of results that there was comfort in web-based shopping.

Table:1. 4

Data analysis of money saving factor

S.No.	Factor	City	Strongly Agree	Agree	Disagree	Strongly disagree	Do not know	Total
1.	Money saving	Noida	40	35	12	8	5	100
2.	Money saving	Meerut	17	22	6	3	2	50
3.	Money saving	Bulandshahr	30	35	20	10	5	100
		Total	87	92	38	21	12	250

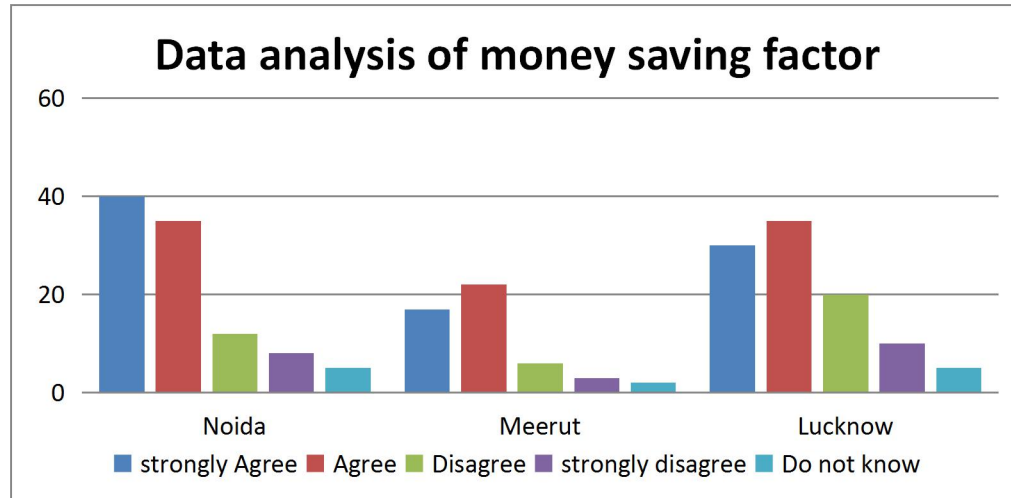


Figure: 1.3 Data analysis of money saving factor

1.10 CONCLUSIONS

Digital marketing communication has various features that make it the new era's chosen communication option. In categories such as electronics, fashion, online music and games and many others, the influence of digital marketing communication was important. India has become one of the world's leading countries in digital statistics, with the growing number of internet users, rural communities joining the digital revolution, declining data rates, internet-enabled low-priced smart phones, and overall excitement for digital networks, technology and devices.

The current investigation analyzed the potential contrasts among buyer sub bunches as far as sexual orientation, age, training, and salary. The examination shows that there were no critical contrasts in buyer mentalities because of these segment factors, except for money. The examination inferred that the higher the levels of pay of buyers, the more good the disposition towards web based shopping. Result indicated that salary of customers has clear effect on their web based shopping mentalities. Examination of information and results uncovered that web based shopping is helpful, time and cash putting something aside for buyers. For the most part customers of significant urban communities of Uttar Pradesh are keen on buying cell phones through web/web based shopping.

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