

Analytical Study On Retailing by Digital Marketing in Changing Scenario

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Abstract

The digital revolution has affected the two purchasers just as organizations. Over the previous decade technology and the structure, it is utilized has changed radically. Prior, the Internet was absolutely a wellspring of information yet now has become a spot where individuals meet to share their encounters and stories, a stage for conversation and discussion, a wellspring of diversion and considerably more. Interpersonal interaction has impacted the method for utilizing web further; it has gotten a medium to arrive at general masses. Organizations are in hurry to take points of interest of expanding web use, henceforth offered ascend to digital marketing. Strategists are never again kept to customary methods of marketing; web has been demonstrated an unrivaled medium, graciousness to, speed and mass inclusion to reach focused on populace. India being a developing economy and a biggest market can possibly take points of interest of quickest developing digital marketing industry and likewise gives the large open doors and difficulties to develop.

Keyword: Digital, marketing, Social, media, Traditional, Opportunities, Challenges

1. INTRODUCTION

The quickest developing news source for promoting is the Internet. Contrasted with spending in other media, the pace of spending for Internet publicizing is encountering gigantic development. Notwithstanding, complete spending for Internet publicizing remains moderately little contrasted with other media. However, while Internet publicizing is as yet a little player, its impact keeps on extending each year significant advertisers move a bigger bit of their special spending plan to this medium. Two key purposes behind this move rest with the Internet's capacity to: (a) barely focus on a publicizing message and (b) track client reaction to the promoter's message. The Internet offers many promoting choices with messages conveyed through sites or by email.

The retail area in India is blasting both on and disconnected. India is a relative newbie to the web based shopping revolution yet it is anticipated that online deals will develop by 50 percent every year in the following barely any years. The nation is as of now the third biggest country of web clients with more than 120 million and the quick take-up of versatile business is anticipated to build the quantity of clients to more than 330 million by 2015. Online life is assisting with driving the improvement of digital marketing.

Indian youth should follow severe good and family esteems and expected to contribute their entire time and consideration towards study and profession. So the profession, instruction must be the sole point of an understudy. Indian youth are the amazing portion in the market who guides the producers to make what they need. This examination assesses the degree to which the young assumes job in coordinating the advertiser. The examination will be helpful for the advertiser to devise the marketing techniques to catch the present and potential youth portion in the items under investigation. As per the National Youth Policy-2014, the examination will cover the whole youth in the age-gathering of 15-29 years, which establishes 27.5 percent of the populace as per Census-2011, that is around 33 crore individuals.

2. LITERATURE REVIEW

Dr. S. Sivasankaran (2017) The purchasing behavior of purchaser is changing at a quicker rate in the client situated market condition. Purchaser conduct varies with regards to the item, value, highlights, quality, bundling, purchasing conduct, status, age, age of the client and so forth be that as it may, youth is the most muddled gathering to compare with. The changing inclinations of the present day youth influences the purchasing behavior since they for the most part follow the musicality of design and taste as per the evolving

time. In this manner, Marketers spend crores of rupees and contribute an excessive amount of time on statistical surveying each year to distinguish and foresee the changing youth conduct.

Sanmathi Anbumani (2017) Digital marketing is a paid type of advancement of items and administrations through a distinguished support utilizing a digital medium. Digital marketing is that component of advancement blend, which is frequently viewed as unmistakable in the general marketing network. Its high perceivability and inescapability has made it a significant business medium in Indian culture. It is a methods for impacting the buyer to purchase items or administrations through visual or sound influence. An item or administration is essentially promoted to make familiarity with its utility in the psyches of potential purchasers. Because of globalization and the subsequent changes in shopper purchasing behaviors, the promoting industry has experienced critical change in recent years.

Zenit et al. (2014) in their exploration study Internet marketing over conventional marketing have attempted to feature the quickly changing necessities of the individuals everywhere throughout the world. The examination shows a tremendous extension in web based shopping. An individual barely gets time to unwind on ends of the week subsequently web based shopping spares the wastage of time and fills in as a best alternative of shopping when contrasted with heading off to the store. The Online shopping patterns prospers the matter of numerous little and medium undertakings through the presentation of items and publicize benefits on various online entryways.

Rashmi Bansal (2007) in her article characterized urban youth as youth advertisers of today in India and not according to the variant of sociologists and media men who relate it to the measurements of men younger than 25. Youth could be characterized as an intense and social power, the shoppers of today and the development motors of tomorrow. This examination focuses on the desires, motivation and sweat of urban Indian youth and not on the reaction of the adolescent's decision of either Western or Indian styles or the social qualities. There is little uncertainty that expanding abundance would prompt radical decisions for the people in the future.

Vachhani (2016) examined the possibility of digital marketing in India and its difficulties and openings in the growing zone of e-marketing. The investigation demonstrates the development of e-marketing relies upon the development of business morals and on the shopper security laws. In addition, the issue of absence of individual contact, security and protection are the significant difficulties of digital marketing. Talked about the rising patterns in digital marketing in India. The examination shows that digital devices and sites assume a significant job in singular lives. To discover the best special ideas from the dealers around India clients invest more energy on the web. The investigation of analyst expounds the ongoing progression in the field of digital marketing.

3. METHODOLOGY

Data Source:

Primary data

The present research being spellbinding in nature predominantly relies upon essential and optional wellsprings of data. Organized survey strategy is utilized to gather from the buyers utilizing digital media.

Secondary data - is taken from the materials (applicable archives) gave by different sites, industry reports. All conceivable existing writing is gotten by experiencing different diaries e-diaries, online vaults, magazines and productions. The examination essentially presents essential data gathered from the respondents chose by an example review in the Chennai.

Field Analysis

Field investigation is finished by review technique to guarantee that gathered data is accurate and doesn't vary from the genuine circumstance.

Research Instrument

The questionnaire is completely organized. Before settling it, a pilot overview was led to pre-test it and the perspectives on the respondents were considered in concluding the questionnaire. The occupants were reached straightforwardly by the scientist for gathering the significant data. Legitimate consideration has been taken to keep up the heterogeneity of test.

To examine the assessment of the respondents towards ads, a five point Likert's scale (Likert's scale is embraced for estimating the level of fulfillment against every announcement) involving strongly disagree, disagree, neither disagree nor agree, agree and strongly agree is received to contemplate the respondents demeanor and recognition. A five point verbal scale is embraced to discover the respondent's level of fulfillment. A five point productivity scale is received to contemplate the present adequacy of publicizing and respondents desires on the equivalent.

Sampling Procedure and sample size

The sample selected covers the following areas in Chennai

Ramapuram	40	Adayar	40
Anna Nagar	40	Triplicane	40
Mylapore	40	T Nagar	40
Perungudi	40	Alandur	40
Basant Nagar	40	Sholinganallur	25

The inspecting technique picked for the investigation is multi-arrange testing, where respondents were chosen from Chennai. (The purpose behind utilizing Cluster Sampling Technique is that separated from giving unwavering quality, it additionally presents monetary bit of leeway as most minimal per unit cost per chose bunches.) An example of 385 respondents was taken for the examination. The populace is taken from the occupants involving 18 years and above from evaluation estimation of Government of Tamil Nadu.

The choice of qualitative research is based on our intent to gain a deeper understanding of the consumer behaviour and the influence of digital marketing on it. The information collected from the respondents will give us a possibility to gain an understanding of what the population covered think and what influences their decisions.

Validity and reliability of the research Instrument

The required validity test, results indicating .806 or (81%) validity for the 158 variables covered in the questionnaire. This is also in tune with Cronbach's Alpha statistical measure which helps in checking the relationship between two variables and also helps in confirming whether the research findings are really about what they appear to be about.

4. ANALYSIS & RESULT

Table 1 Cross tabulation between age and advertisement observing habits of using social media (N=384)

Age Opinion		I do not use social media	I watch both posts as well as advertisements on social media	I concentrate more on advertisements than posts	I only watch posts	Total
Age in Years	18 – 25	9 13.8%	38 58.5%	8 12.3%	10 15.4%	65 100.0%
	26 – 33	3 3.7%	42 51.2%	9 11.0%	28 34.1%	82 100.0%
	34 – 41	12	58	15	11	96

		12.5%	60.4%	15.6%	11.5%	100.0%
41 – 50	12		41	3	12	68
		17.6%	60.3%	4.4%	17.6%	100.0%
50 – 57	2		15	5	17	39
		5.1%	38.5%	12.8%	43.6%	100.0%
58 years & above	3		23	4	4	34
		8.8%	67.6%	11.8%	11.8%	100.0%
Total	41		217	44	82	384
		10.7%	56.5%	11.5%	21.4%	100.0%

From the above table it can be interpreted that the age group who prefer social media out of 384 population 65 respondents come under 18-25 years of age group and their highest preference i.e., 58.5% (38) respondents watch both posts as well as advertisements and 15.4% (10) do not watch advertisements and only watch posts. 82 respondents comes under 26-33 age group with highest number 42 with 51.2% of respondents prefer advertisements along with other posts and the least three (3.7%) of respondents do not use social media at all. 96 respondents fall under 34-41 age group out of which 58 respondents with 60.4% prefer posts as well as for advertisements.

Only 11.5 % (11) respondents prefer watching posts. 68 respondents comes under 41-50 age group and highest preference 60.3% with 41 respondents prefer social media for posts as well as for advertisements. Last three respondents with 4.4% concentrate more on advertisements than other programs. 39 respondents comes under 50-57 age group and their highest preference with 38.5% is also for using social media not other posts, but also for advertisements and 17 respondents with 43.6% prefer social media only for other posts rather than advertisements.

Table 2 Advertising messages solve the decision making dilemma

Message type/ Rank	I	II	III	IV	V	Total %
Price clarity	143 37.1%	102 26.5%	50 13%	27 7%	63 16.4%	385 100%
Product benefits	175 45.5%	58 15.1%	51 13.2%	30 7.8%	71 18.4%	385 100%
Brand association feelings	79 20.2%	102 26.5%	84 21.8%	77 20%	43 11.2%	385 100%
Brand personality	77 20.2%	77 20.2%	101 26.5%	72 18.9%	54 14.2%	381 100%
Used in the ad	77 20.2%	77 20.2%	101 26.5%	72 18.9%	54 14.2%	381 100%
Comparison of the brand with competitors	106 27.6%	66 17.2%	74 19.3%	71 18.5%	67 17.4%	384 100%

The above table infer that the type of message advertisements solve the decision making dilemma. The above table indicates first message is price Clarity. Out of 385 population 143 (37.1%) of respondents have given I rank for price clarity and 102 (26.35%) respondents have given II rank , 50 (13%) respondents have given III rank, 63 (16.4%) respondents have given V rank, finally 23 (7%) respondents have given IV rank for type of message advertisements solve the decision making dilemma through price clarity.

Table 3 Preference of digital media advertisements

Media/ Opinion	Preference					Total
	Strongly Like	Like	Neither Like nor strongly Dislike	Dislike	Strongly Dislike	
E-mails	172 44.8%	93 24.2%	52 13.5%	37 9.6%	30 7.8%	384 100%
Facebook	77 20.1%	175 45.7%	88 23%	22 5.7%	21 5.5%	383 100%
Whatsapp	83 21.8%	127 33.3%	97 25.2%	55 14.4%	19 5%	381 100%
Others(Interactive)	34 9.2%	120 32.4%	88 23.8%	70 18.2%	58 15.7%	370 100%

From the data given in the above table, we can interpret that: Out of 384 populations 172 respondents with 44.8% said their strong like for e-mails and only 30 people with 7.8% strongly dislike e-mails. Out of 383 total populations 175 people with 45.7%, have a strong preference for Facebook and only 21 people strongly dislike Facebook. 127 people with 33.3% out of 381 population like advertisement through Whatsapp.

Out of 370 total populations 120 people with 32.4%, have liking for other interactive sources. From their analysis it is said that majority of the population like electronic media followed by print and hoardings. Other interactive sources play least role in influencing the people.

5. CONCLUSION

The purpose of the study is to highlight digital marketing and its challenges. The study seeks to provide the ability to visualize how digital marketing strategies are formulated and perceived by consumer segments. The study seeks to offer key indicators of effective digital marketing strategies. Advertising in the digital media were taken into account. For this purpose, an advertisement in the digital media has been taken into consideration. Indian consumers have always been open to the idea of trying new products. With the socio-economic changes taking place and the increase in the number of nuclear families and well as twin-income families, there is a dramatic increase in household as well as disposable incomes. To cater to their need marketers are introducing new and advanced products, and positioning them to attract target customers.

6. REFERENCE

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