



**A STUDY ON THE EFFECT OF ONLINE MARKETING ON PRESENT
GENERATION CUSTOMER BUYING BEHAVIOUR**

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Abstract

Consumer buying behaviour changed a lot in the present market conditions. Especially the present youth consumer thinks of certain products they always look into online shopping carts. However, youth are the group which is difficult to convince by marketers. Current scenario of youth influences and their interests it is very difficult to understand and serve them accordingly. As a result, many online shopping carts and other firms spend millions of rupees for the same. Now adays, it is very evidently seeing that online platforms face many difficulties for marketers in the retail sector. Present generation is curious about the internet shopping. Traders required to introduce innovative ways of selling under the pressure of buying behaviour of the younger generation. Customers using the web not only to buy, but also to compare price, features and service facility as desired take. Internet shopping has a huge potential of the internet business, it provides a chance for companies to reach efficiently to their prospective customers. Myntra, Meesho, Flipkart, Snap deal, and Amazon.in are the most widely used online shopping sites in India. Factors affecting consumers' perception of digital purchases are information, ease of use, satisfaction, security, good use available information to compare different products.

Keywords- Millions, Random, Present, Requirement, Technique

I. Research Methodology

Here the researcher uses different research techniques to find out answer to the research questions. Researcher used different primary and secondary data sources for the better completion of the study. Random sampling technique which is used to select a sample. here researcher selected 100 youth to meet the purpose of the study. The questionnaire was used to collect dates using various modules, such as design of the website, functionality, and safety. Likert scale is used while the data collection. Consumer behaviour and perception towards online shopping explored in this study by selecting this method of study. Initially the study identifies the different variables which is relevant to the create customer awareness.

ii. Requirement Of The Study

The internet platform has purchased about amazing changes in the distributors market products and the way customers buy the same. An individual's buying behaviour affects many factors, and these factors always affect marketers to meet the requirements of shoppers in general and young people in particular. Therefore, it is recognized that improvements in online shopping and the effects on the buying behaviour especially the youth.

A. Objectives of the study

- 1) Investigate the current state of digital shopping in Kerala in relation to the e-market.
- 2) Analysis of factors affecting customer's attitude towards digital shopping in Kerala
- 3) Research on motivating factors
- 4) Investigate the growth potential of online shopping in future

B. Hypothesis of Study

- 1) H0: Goods bought by consumer are independent of their Job in online buying.
- 2) H1: Goods bought by consumer are dependent of their job in online buying.

iii. Findings

When we look into the finding of the study, we see a lot of interesting facts lets look into the same. India is the fifth largest country in the YouTube usage. An average Indians spend about 840 minutes a week in the internet, it is overwhelmed the TV. India's online advertising market is moving in a faster rate and it is overwhelmed 1000crores in 2020. Lifestyle, sexual attraction, buying power, family atmosphere, employment of youth, different cultural intervention, educational status, etc. are factors that affect the young minds. There are around ninety million websites while 500 million Facebook profiles. In WhatsApp around eight million incoming and twelve million outgoing messages are sent in day today basis.

Additionally, 60% percentage of the internet users in India are shopping online. Research shows that most young people of today's generation have access to digital media but are unaware of its optimal use. One of the factors of this high growth of internet shopping is that the increased usage of smart phones. Indian online shopping industry growth in 30% while other sector finds it difficult to make the growth of 10 to 12 %. In India still we find it difficult to get talents in the field of online marketing.

The present condition when analyses the online marketers has a better opportunity to create revolution in the Indian market. As we earlier said presently and, in the future, the digital marketing has great scope in the Indian market. We require multitalented young minds in the field in order to get things done. There are lot of researches conducted to find out the youth behaviour and to meet the requirements of the youth. Young buying behaviour is changes in faster rate, so the products of recent innovations out of the market quickly.

Every day the technology is changing and also the trends. Today's trend may change tomorrow itself. So, it is the biggest challenge the marketers face at present. Many people suggestion is that it's very convenient to buy online the required products at any time. We require only a minimal time to purchase the products online. Convenience, time saving, easier price comparison, quick shopping are the factors that the respondents believe in online shopping. Before making the final purchase decision they can compare the price of the products of online shopping. Safety and the security are the important consideration in the online shopping platforms.

Online shopping is mostly related to the price of the product, shipping etc. Mostly the 18 to 33 age group are involving in online shopping. Many of the people in this age group have employment and they have the purchasing power and according to their income level they spend for the product.

Iv. Suggestions

Here are the key implications of this research

- 1) when launching a product marketers should identify the ways in which the youth segment can be reached
- 2) Customers should made aware of the online purchases and give proper awareness.
- 3) Marketers should conduct market research first to identify consumer needs, especially in the field of digital marketing.

4) Internet shopping has lot of security threats so the customers should make aware of the same and also give proper guidance to get rid of these issues.

5) Last but not the least readers and the shoppers should take the safety precautions and use their discretion when they use the online shopping carts.

Number of Internet users have recently grown due to the development in telecommunication.

a) Despite the increasing use of digital purchases by customers, customers still prefer manual purchases over conventional purchases

b) Most of the customers used the online shopping and they interested to continue, but some of the customers were used online shopping earlier but at present they are not interested to continue.

Respondents prefer to shop online for many reasons such as less prices or discounts, saving time, due to the number of websites available and the numerous availabilities of products and the people have the opportunity to buy. Online shopping is providing very easy way of shopping and a user friendly as well as a hassle-free buying.

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