Genys'Online Marketing Buying Behaviour

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*Abstract***:** *Majority of youngsters' having connected online through internet either through computers or by smart phones. After the entry of Jio in the field of internet, the competition began and the cost of internet service became much cheaper andnoweveryone can afford the cost. Latest "Times of India" statistics shows around 59% of internet users are college students/young men. The trend of going to the physical stores to buy the product is in the decline stage where as the trend of surfing product specification as well as its cost and alternates through online marketing sites is increasing among youngsters. Since, it is more convenient for them to shop anywhere and anytime. Shopping can be done 24 x 7 and before buying; review of product performance through social media and compare its price through varies alternate sites. There is no compulsion to buy the product while surfingoreven if visited the siteforany number of times. The payment can be made through online transition and products will be delivered to doorstep.Hence shopping through online become a joyful experience and preferred by youngsters.*

Index Terms: Marketing, Segmentation, Technology and Buying Behaviour.

I. INTRODUCTION

Communication becomes vital role in our life. For communication, you have to be connected with others by means of some way. Now the mobile phone is one of the effective communication devices to connect near and dears. The statistics of"IAMAI& KANTAR IMRBI – CUBE 207 All India Users Estimates, October 2017" is given below. The overall Indian internet users reached 491 million in Dec 2017. Out of which 295 million urban users (i.e) 64.84% of Urban population and 186 million rural users (ie) 20.26% of Rural population. 182.9 million Urban users and 98 million Rural users are accessing internet on daily basis. Statistics also indicates 70% are male users and 30% are female users. Moreover around 60% of Indian internet users are youngsters and students. This statistic conform majority of youngsters using internet in their day today activity. Now a day, reaching the retail storesin urban cities is tedious time-consumingjourney due to heavy road traffic. Also comparing the prices and finding the alternates are difficult in brick and matter stores, whereas these activities are very easy in few clicks at leaser time. Hence online marketing is convenient to all.

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II. HISTORY OF ONLINE MARKETING

Going back to history, International Journal of Advanced Research Foundation reveals the following in 2016. During 1971, the ARPANET was developed at Stanford Artificial Intelligence Laboratory and the Massachusetts Institute of Technology for the transaction between students First online shopping system was demonstrated by Michael Aldrich in 1979 Business-to-business online shopping system was installed by Thomson Holidays, UK in 1981 B2B marketplace in India was established by India Mart during 1996 Flipkart was established in India during 2007 and most of the online marketing enterprises uses majority of digital means for their marketing purposes The advertising via the mobile phone and tablets was $2 billion During 2011 and it was rose to $6 billion in 2012 itself The growth was tripled in 2012 and rose to. This growth demands for more improvement in the career works and professionals added to this field During 2013 to 2015 investment was 1.5 billion dollars over the preceding years and impressive growth till this present moment

III. TECHNOLOGY THAT SUPPORT ONLINE MARKETING INDUSTRY

The following survey from people indicates the size of Digital/Online Marketing industry in India: As on Dec 2016, 34% of the companies already had an integrated Digital/Online marketing strategy. Around 72% of marketers believe that traditional marketing is no longer sufficient and in parallel they have to go for online marketing. Moreover, theyexpectthat the online marketing will bring additionalrevenueof 30%. Successful email marketing agencies claim that every dollar they invest will bring a return of $40, since well-targeted email marketing is one of the most effective facilities to disburse messages to millions of people at a time. Every month 10 million daily active internet users added and this was the highest rate of addition anywhere in the world in straight vertical line for the past 18-20 months after the data charges had come down to just about Rs 15-20 per gigabit following the entry of Reliance Jio from a level of as high as Rs 250 per 1 GB data in the past

Non-English internet user base in the country is growing since nine out of ten new internet users are viewing online content in their native language.Total number of native language users are 235 million compared to 175 million of English language internet users

ShaliniGirish, who head Google Marketing Solutions, believes that the local language internet user base would grow at 18 per cent year on year to reach 536 million in the next four years while the English language internet user

base would increase at 3 per cent a year to get close to the 200 million mark during the same period

Now, Internet search engine giant is currently engaged in adding the Indian languages to its advertising product platform so that the local language content developers would be able to monetise their work by accessing the digital ad spend, The rise in local language internet user base coincides with Google's ongoing focus on Indian languages and this is expected to give a boost to the expansion of internet content in local languages. Telugu was the fourth Indian language to be placed on its advertising platform after Hindi, Bengali and Tamil. According to Google. in India about 169 million people are using internet for messaging, 167 million people are accessing the digital entertainment, 115 million internet users are spending time on social media and over 100 million users are surfing the news on a daily basis

IV. METHODOLOGY

To know the customers' view, an objective type of questionnaire was prepared and distributed to them who had minimum two online purchasing experiences. The questionnaire was handed over and collected the filled questionnaire personally. The objective of this study is to find out the young customers buying behaviour and experience regarding their day to day online shopping experiencew.r.t different aspects of online marketing. The questionnaire provides the customer an opportunity to express their views and concerns which they face on a regular basis while buying through online. This study will help the marketers to identify the challenges affecting buying behaviour of online customers and to identify the areas where these marketers need to formulate the future policy that further helps in retentionof young customers. The survey reveals a number of interesting facts when we interviewed the respondents. Selected customers in tier II cities namely Madurai, Tiruchirappalli and Coimbatore in Tamil Nadu were the respondents. Let us analyze few responses, which can be taken as a strong indicator for awareness of online marketing, its popularity over time and young customers'involvement towards it.

4.1. Objectives of the study

General objectives of this research are to establish the extent to which online marketing is relay on young customers in the society. The research proposes to evaluate the young customers involvement in the tier II cities Tiruchirappalli, Madurai and Coimbatore in Tamil Nadu to analyse the buying pattern of young customers while purchasing the products through online marketing to ascertain the impactofsocial media among young customers

to study the social media and other online marketing sites that encouraging young customers involvement in sharing their online marketing experiences to identify and evaluate the difficulties faced by young customers in online marketing

to offer suitable suggestions on the basis of the findings of the study for improving the young customers' satisfaction and relationship.

4.2. Limitations of the Study

The data for the present study were collected through personal interview method. Since the data collected from three tier II cities in Tamil Nadu who had minimum 2 online purchasing experiences, the possibility of data bias exists and hence, the data collected would only be an approximation of actual facts.

4.3. Involvement of Youngsters in online marketing: (Youngsters below 30 years 103 and others 17; i.e Total 120Respondents)

The data confirms the involvement of youngsters in varies aspects of online marketing. More than 90% of youngsters in the tier II cities are involved in the online marketing activities.

4.4. Buying pattern of youngsters while purchasing through online:(Youngsters below 30 years 103 and others 17; i.e Total 120Respondents)

From the above data more than 96% of youngsters and 60% of others preferred booking tickets through online. Similarly more than 70% of youngsters and 48% of others procured electronic goods through online. More than 30% of youngsters and 52% of others procured other products through online. From these data youngsters prefer buying tickets and electronic goods through online. Marketers have to develop suitable apps to meet the youngsters buying pattern.

4.6. Participants surfing social media/internet for searching product information and users recommendation before buying:(Youngsters below 30 years 103 and others 17; i.e Total 120Respondents)

It is clear that three forth of young consumers are utilizing and sharing social media/internet for searching for product information and users recommendation very often. This indicates that majority of them utilize social media/ internet before buying products through online marketing in these tier II cities.

4.7. Type of Problem faced during online shopping (120 Responses - out of 720 occasions)

During online shopping of 120 responses @ average six purchase during last two years i.e, about 720 purchases, they faced 48 times Quality related issues, 16 times delay in delivery, 8 times product damage and 1 time non delivery. Strict Quality control and improved packaging / transportation may avoid all these types of problems. Shoppers have to improve their processes to gain the consumers satisfaction. Through satisfied consumers, we can improve their perception in online marketing.

4.8. Major advantages (120 Responses)

The response w.r.t major advantages given in the above graph indicates online marketing customers' view. It is a highly positive sign that show customers had obtained major benefits through online marketing and improves customers' satisfaction.

4.9. Major concerns (120 Responses)

Majority of online marketing consumers are facing the following problems in product quality, mismatched/damaged product, delay in delivery, payment risks, returns and trouble free internet connections. Marketers have to ensure strict product quality and flawless payment transition system to improve customers' trust. For easy return of faulty products, the companies should make the arrangement to collect at the customer doorstep. The government digital India programme will improve the internet/Wi-Fi connectivity, speed and reduce the cost of

wireless connection.

V. CONCLUSION AND SUGGESTIONS

Youngsters have realized the benefits of online purchasing over purchasing from Brick and Mortars stores. Consumer purchases are mainly based on the cyberspace appearance such as pictures, image, quality information, and video clips of the product, not on the actual experience. It is much easier for customers to find substitutes from competitors on the internet. This feedback forms the basis of market identification and segmentation that enables marketers to better position their products. With the use of the Internet there can be continuous customer support. Services can be made available through interactive e-mail systems on the net. Companies are now using the Internet to build closer relationships with young consumers and marketing partners. The growth online marketing depends to a great extent on effective IT security systems for which necessary technological and legal provisions need to be strengthened constantly. Returns of faulty / unsatisfied products are to be made as simple to improve customers' satisfaction. Necessary mobile apps shall be developed for easy access through mobile. Customer relationship and cost effectiveness plays critical role for retaining the existing customers as well as to attract new potential customers to penetrate in this online marketing business module. Online marketing has outsold traditional marketing in recent years and continues to be a high-growth industry.For effective online marketing, segment the young consumers'need and modify the site suitably will yield better customer relationship and ensures increased customers' satisfaction.

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