

The Impact of the Hindi Language over English Language in Online Shopping with respect to VIT, Vellore



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Abstract: This study aims to analyze the impact of the Hindi language over English Language in the digital/ online shopping. This study helps to understand the importance of the various languages and its usage in the online and social medial marketing. When it comes to online shopping the language used is very important for the buyer to purchase the product or the service which is required for them. The data is collected from 50 sample population whose regional language is Hindi. The sample method used in Judgmental Sampling. The study shows that online shopper prefers to use English Language while purchasing online. Simple percentage analysis and correlation are the tools used for data analysis. The study reveals that though Hindi is official language, English is the most preferred language while it comes to online shopping and purchasing the product online. The language used, review of the product and the feedback about the product is very essential for the other similar buyers to purchase the product. These criteria will improve the consumers trust and goodness to purchase the product.

Keywords: Regional Language, social media marketing, online shopping, Digital Marketing and Advertising

I. INTRODUCTION

Globally, English language is used for communicating in the social media marketing. When it comes to specific countries, some countries use their own native language to spread the advertising about the product in the social media marketing industry. India has many languages and dialects. Indian Language content reaches its customers to a very great extent. Initially, in India, English language dominated the online marketing. English is mostly spoken in the metro cities like Bangalore, Chennai, Mumbai, Kolkata and Delhi. It is the recognized official language as well formal language used in the corporate world. Hindi is the official language of India; it is mostly spoken by the population of India while the rest of the population are comfortable in their own regional language from whichever state they belong. The regional language holds good for the general one person to person communication. Language is used as a medium to communicate in the digital marketing industry.

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The language has the power to talk and communicate to the consumers and take an upward graph in the sales as well when not communicated properly it will turn away the consumers from the product.

Apart from language there are many other hurdles that online shoppers might come across.

Marketing and Advertising influence the consumer to purchase the product. The medium of communicating the information about the product is very essential for the consumer to trust and purchase the product and spread the goodness about the product through word-of-mouth. Though in advertising, the pictures and image can depict about the product but when the language used to communicate certain vital information like the brand and tag line about the product is very important. When the brand tries to go campaign in its own regional language it will have its own impact and reach of the product. Language is important when brand wants to internationalise. Language should be a barrier to communicate their potential customers. This issue can be overcome with help of the professional translation agency. The product details, description, mode of payment and delivery details should be very clear, and it should be as an obstacle for selling that product online. The quality of the language should be good and easily understandable. If the brand or the business is promoting an offer, it should be clear and precise not vague that it cannot be understood. These should be very professionally handled, so that there is no misunderstanding by the customers.

Currently nearly 400 million Indian have access to internet. They use the internet for communicating with the friends and family, work watch videos, listen music, read e-books, e-newspaper and shopping online. Most of them transact and use online shopping but they use only once and do not use it again. There may be some hurdles that they have faced during the online shopping which stops them from making repeat purchase even though online shopping is convenient.

The various reason why online shopper prefers to purchase online are the online shopper can shop and purchase anytime they wish and also, they have access to these apps from where ever they want. The online shoppers can compare the prices from all the available websites. Usually the online prices are much less and better than the brick and mortar shops. Online shopping saves time and energy as they need not travel from shop to shop to look and purchase the product, need not stand in long line to bill the product and can avoid crowds. Online shopping has much variety and selections, online shopping apps allow one to buy product from any part of the world right from the place they are located.

The online shopping apps offers free shipping and delivery so when one purchases online, they save money.

The quality about the product must be mentioned, so that it is easy for the online shopper to shop the correct product. The size about product should be mentioned so that they can purchase the correct product that they require and they do not purchase a product by mistake.

ROLE OF REGIONAL LANGUAGES IN SOCIAL MEDIA

The leading brand have done several survey and study, regarding the rural audience and their regional language and the usage of the English Language. The rural population is not educated, and they do not have proper English knowledge, so the leading top brand have started to campaign and promote their product and advertising through regional language. The technology and smart phones did not have proper supporting infrastructure like translation software and data connection were expensive but currently the scenario has changed and it available and at low cost respectively. Therefore, it reaches every part of India including the rural areas because of the technological advancement, which intern helps in boosting the sale in the online shopping. When the gadget and the internet connection is easily available at fordable cost the consumer tend the purchase product online when they rely on the information given by the marketing company holds good. This helps in generating the revenue to the nation. The country grows in many different folds and ways to generate good economy when compared to the world. The brand or the product is promoted in the regional language it has the emotional connect to the consumers of that place and it will reach to greater extend. The social media applications are regionally developed, and it is promoted in order to reach the rural and interior places of the country. The online shopping applications are also developed into to increase the sales in these rural and interior parts of the country. There are researches which says that because there is no vernacular content available in the internet, the potential online shoppers from these sectors are still untapped. When the content is available to these potential online shoppers which will enhance their trust and spread by word-of-mouth about the user-friendly online shopping applications. The online shopping application developers of the brand must also provide the customers support in the vernacular language, so that if there is any inconvenience or grievance, the online shopper will reach out to the customer care and get the issue sought. If the customer care or the customer support system is not in the native or the vernacular language it will be a hindrance for the online shoppers to get their issue sought. Apart from India, there are many Asian countries and European countries give more importance to their native language speakers than people who speak English. In these countries, there don't teach English and people who live there are Non-English language speakers. In these regions, if a brand must get into the market and sell the product, it is very necessary that it is that native language. When brand tries to reach internationally, it is very essential and important for the brand to have its website and online shopping apps in multilingual setting in order to cover a people of the different language.

Amazon, first tried this online language in US where it gave an option for Spanish language. It was successful in the US market. Then Amazon survey people in India with help of the market researchers, came to conclusion about the introduction about the Language change in the online shopping app. Initially it was Amazon which launched the shopping app in Hindi Language addressing nearly 100 million customers, then it was followed by the other online shopping apps like the Flipkart, Jabong and Paytm. Amazon launched, its Hindi language shopping app on 4th September 2018 to extend their consumers beyond the metropolitan cities in India. Amazon was the first online shopping app to break the language barrier in the online shopping app in India. Snapdeal introduced local-language version app but it did not attract the customers and it got abandoned. Amazon is planning to launch in other south Indian languages for the people who are not in the Hindi speaking regions. The product description should be clearly mentioned with easy understanding words.

II. LITERATURE REVIEW

A research survey proved that social media activities which get maximum attention and return of the consumer when the content is in their regional or vernacular language. Nearly 45% of the online shopper consume regional language, the reason behind this is because the smart phones and data plan are available at low and affordable cost in rural areas. A survey conducted by the Mindshift, reports that regional language websites are upcoming at a rate of 56% per annum and the English language website are growing at a rate of 11% per annum. A study by IMRB reports that approximately 10 million rural population will choose to use internet, if regional or local vernacular language content is provided in the internet. The switch over from regional language will tend to boost the Indian Economy. A year – long study was conducted by the Common Sense Advisory (CSA), were the main idea of the study was to find out the impact of language that it has on its marketing techniques. The study revealed that when marketing is done in native language, online shoppers/consumers prefer it and it in turn they tend to purchase the product than when marketed in English Language. The study was conducted on the sample population representing the millennials within the age group of 18 – 36.

III. RESEARCH METHODOLOGY

The methodology of research was quantitative. The data collection was done through questionnaire method. The Questionnaire consists of 12 close-ended questions which includes the demographic questions. The sample population were the parents of the students and students of Vellore Institute of Technology, Vellore. Judgemental sampling technique was used for the data collection. The criterion for judgemental sampling was followed and the data was collected from individuals (parents and students) who had come for the student counselling in Vellore Institute of Technology, Vellore.

50 Questionnaires were completed in all aspects and was used for the statistical analysis. The Reliability Analysis – Cronbach’s Alpha was used to test the reliability of the questionnaire. The tools used for analysis of the data were percentage analysis and correlation. Primary and secondary data was considered for the study. Primary data was collected through questionnaire and the secondary data was collected from various journals, articles and websites.

OBJECTIVE OF THE STUDY

The objective of the study is to analyse the correlation between the awareness of online shopping application in Hindi Language and purchasing online using Hindi Language.

LIMITATIONS OF THE STUDY

1. Only students and parents of VIT university was taken has sample population
2. Other regional languages which are mostly spoken after Hindi such as Telugu, Tamil, Kannada, Malayalam, Marathi, Punjabi and etc were not considered for the study.
3. Non-availability of Indian regional languages in their online shopping apps.

Table – I: Profile of Sample

SAMPLE PROFILE	GENDER		TOTAL	(%)
	MALE	FEMALE		
	23	27	50	100
Age Group				
16 - 20	3	4	7	14
21 – 25	6	7	13	26
26 – 30	4	5	9	18
31- 40	3	2	5	10
Above 50	7	9	16	32
Total			50	
Income level (Per Month)				
Less Than Rs 10,000	5	5	10	20
Rs.10,001 – Rs.30,000	4	2	6	12
Rs.30,001 – Rs.60,000	3	1	4	8
Rs.60,001 – Rs.90,000	8	6	14	28
More than Rs. 90,001	11	6	16	32
Total			50	
Education Qualification				
10 th Standard	4	0	4	8
12 th Standard	6	0	10	20
Undergraduate	15	6	21	42
Postgraduate	7	8	15	30
Total			50	

The above table - I it seen that 54% of the respondents were female and 46% of the respondents were male. 14% of the

respondent are within the age group of 16 – 20 years. 26% of the respondents are within the age group of 21 – 25 years. 18% of the respondents are within the age group of 26 – 30 years. 10% of the respondents are within the age group of 31 – 40 years. 32% of the respondents are within the age group of above 50 years of age. 32% of the respondent’s income is more than Rs.90,001 per month. 28% of the respondent’s income is Rs.60,001 to Rs.90,000. 20% of the respondent’s income is less than Rs.10,000. 12% of the respondent’s income is Rs.10,001 to Rs.30,000 and 8% of the respondent’s income is Rs.30,001 to Rs.60,000. 42% of the respondents are undergraduates. 30% of the respondents are postgraduates. 20% of the respondents are 12th standard qualified and 8% of the respondents and 10th standard qualified.

RELIABILITY ANALYSIS

The reliability test was conducted for the questionnaire. The Cronbach’s Alpha is measured to be 0.772 and it is acceptable questionnaire and table 2 shows the reliability statistics.

Table – II Reliability Table

Reliability Statistics	
Cronbach’s Alpha	N of Items
.772	12

IV. ANALYSIS AND INTERPRETATION

Percentage Analysis

1. About 57% of the respondents are aware that digital/online shopping is available in Hindi Language.
2. Nearly 95% of the respondents haven’t done online shopping or a purchase using Hindi Language
3. None prefer Hindi Language over English Language to make an online purchase.
4. 69% of the respondents that they will not make an online purchase, if the product information is in Hindi Language and 31% of the respondents responded that they will make an online purchase, if the product information is in Hindi Language.
5. 88% of the respondents don’t feel that Hindi Language content is more reliable than English while 12% of the respondents feel that Hindi Language content is more reliable than English.
6. Amazon is the used by the entire sample population for online shopping followed by the Flipkart which used by approximately 50% of the respondents and about 13% of the respondents use Jabong for online shopping.
7. The correlation between the awareness of online shopping application in Hindi Language and purchasing online using Hindi Language. The hypothesis was formulated for the study.

Correlation

The correlation analysis was conducted between the awareness of online shopping and making a purchase online. The null hypothesis and the alternate hypothesis were formulated, analysed and interpreted.



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H₀ – There is correlation between the awareness of online shopping and the purchase make online using Hindi Language

H₁- There is no correlation between the awareness of online shopping and the purchase make online using Hindi Language.

Table – III – Correlation

		AWARENESS OF ONLINE SHOPPING	MAKING ONLINE PURCHASE
AWARENESS OF ONLINE SHOPPING	Pearson Correlation	1	-.725**
	Sig. (2-tailed)		.000
	Sum of Squares and Cross-products	12.320	-9.000
	Covariance	.251	-.184
	N	50	50

** . Correlation is significant at the 0.01 level (2-tailed).

From the above table 3, it is seen that there is negative correlation between the awareness of online shopping and the purchase make online using Hindi Language and it is correlated (-0.725**) at 1% significant level.

V. CONCLUSION

The way of social media communicates with its shoppers is changing in the current scenario and it goes on developing as the technology advances. The social media is concentrating mostly for the better sales through online shopping which mainly focuses on the languages used in their websites and online shopping application. Worldwide, various countries use their own regional language for the online shopping website as well the consumer prefer to buy the product in their own regional language. In India, it is still developing people use English Language while they online shopping than they chose or opt to use their regional or their own vernacular language. Many leading online shopping apps are coming up with better features in their online shopping apps so that online shoppers feel comfortable to shop. The online shopping apps have selected online panel members to get their feedback to improve the online shopping features and service better the online shoppers. The online shoppers mostly look out for their convenience, safety and privacy. The online shopper should be given comfort and proper guarantee that personal details and payment methods are all safe. The Online shopping apps time to time must promptly revert to the issue faced by the consumers and take time measures to avoid those issues in the near future. Any kind of hurdles faced by the online shoppers should be taken into account to develop remedies so that the online shoppers are satisfied with their current purchase and also spread positive word to their family, friends and colleagues.

The after-sale feedback and service for the product must take proper measures. The after-sale service or the customer care number should have customer care executives who can communicate in the language that the online shopper can understand because if the product is have some issues or it has not been delivered or it is of correct quality, online shopper might not be satisfied about the purchase, so it

necessary for the online shopping app to give the proper response for any query that the customer is requesting.

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