

A Study on Impact of Online Marketing on Youngsters at J.P Nagar Bangalore

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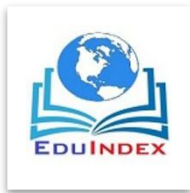
Abstract

This study has been undertaken to investigate impact of online marketing on youngsters, Digital marketing is rising in India with fast pace. Many Indian companies are using digital marketing for competitive advantage. Success of marketing campaign cannot be solely achieved by digital marketing only. Rather for success of any marketing campaign it should fully harness the capabilities of various marketing techniques available within both the traditional and modern marketing. the objectives of the study to identify the level of security among people using online marketing services, to analyze the impact of online marketing on general public, to analyze acceptance level, to know the usage level of online marketing, to know satisfactory level. The information need to be collected by gathering primary data directly data collected from various age groups of people. This research is done through distributing questionnaire. Sample size of 100 respondents the report tries to find out impact of online marketing on youngsters.

Key words:- digital marketing, acceptance level, usage level, satisfactory level and impact

INTRODUCTION

Digital Marketing is generally a wide term which consists of Internet Marketing, Social Media Marketing, and Search Engine Marketing. People are becoming highly social and also the use of



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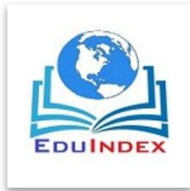


Internet, Social Media, and Applications are increasing and becoming a necessary part of daily activities of every person. Digital Marketing helps a marketer to reach their products for customers via various channels like E-Mail Marketing, Social Media, Websites, E-Commerce, etc. A marketer, before launching any products or services, can conduct a survey online and take responses from potential customers, so that a marketer can launch according to the needs of customers, after analyzing the responses given by them. In this highly competitive market and technological advancements marketing practices have been changed from traditional practices to digital marketing. Digital marketing is a tool which can be used for expanding the business globally. With the help of digital marketing a buyer can also compare a product with another product and it also allows 24 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it.

REVIEW OF LITERATURE

Hongshuang (Alice) Li, P.K. Kannan (2014) Technology enables a firm to produce a granular record of every touch point consumers make in their online purchase journey before they convert at the firm's website. However, firms still depend on aggregate measures to guide their marketing investments in multiple online channels (e.g., display, paid search, referral, e-mail). This article introduces a methodology to attribute the incremental value of each marketing channel in an online environment using individual-level data of customers' touches. The authors propose a measurement model to analyze customers' (1) consideration of online channels, (2) visits through these channels over time, and (3) subsequent purchases at the website to estimate the carryover and spillover effects of prior touches at both the visit and purchase stages.

Andreas B. Eisingerich, Haeun Helen Chun (2014) We examine the conceptual difference between consumer electronic word-of-mouth on online social sites (swom) such as face book and traditional face-to-face word-of-mouth (wom). We find that consumers are less willing to engage in swom than wom. Such a difference in willingness to offer word-of-mouth can be explained by social risk associated with different communication modes. We show that the difference between people's desire to engage in swom and wom is mediated by perceived social risk and amplified when social risk is



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made salient. Furthermore, we show that consumers' need to self-enhance mitigates the difference in willingness to offer swom versus wom.

Svatosová, Veronika (2013) Abstract buyer behavior of consumers plays one of the key roles in fulfillment of the main goals of a company. It is influenced by many external and internal factors but the company can also influence the final process of buyer decision-making process significantly by its activities. The subject matter of this article is an analysis of the features of online buyer behavior compared to the general regularities of buyer behavior, definition of the main motives of online shopping, and description of the current trends. The article uses the basic terminology of this subject and current bibliography as well as other resources. Theoretical knowledge is based on historic directions of maslow's theory of motivation where it is possible to find the basis for a buyer behavior analysis.

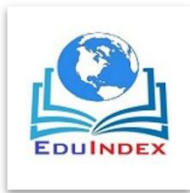
OBJECTIVES OF STUDY

- To identify the level of security among people using online marketing services.
- To analyze the impact of online marketing on general public.
- To analyze acceptance level.
- To know the usage level of online marketing.
- To know satisfactory level.

STATEMENT OF THE PROBLEM

As India is turning to be digitalized nation it is important to know how this usage of gadgets and technology had impacted the general public in use of online marketing. This study will also concentrate on the various problems faced by the customers like improper service.

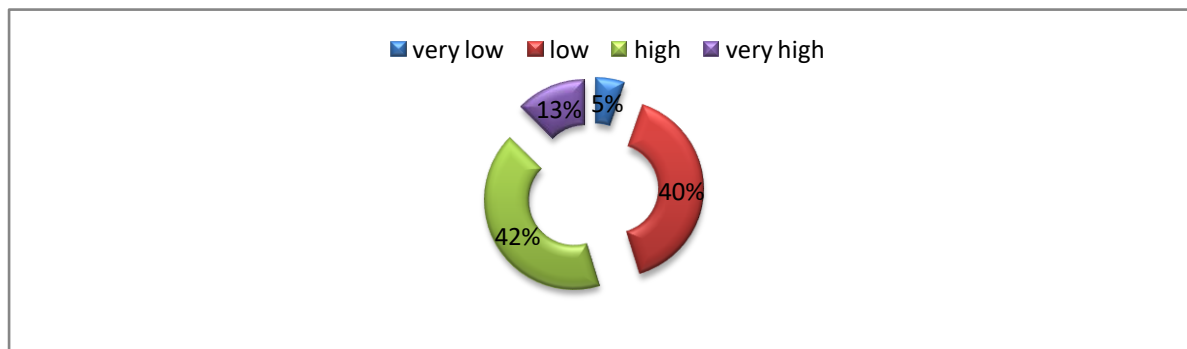
Research Methodologies : The study is made to analyse the problem statement. That is to study impact of online marketing on general public. The information needs to be collected by gathering primary and secondary data. Primary data can be collected through questionnaires and secondary data through research conducted by previous author.



Data analysis and Interpretation

Table 1 showing “respondent’s frequency of being online”

Options	No of respondents	Percentage
Very low	5	10%
Low	19	38%
High	20	40%
Very high	6	12%
Total	50	100%



Graph showing “respondents frequency of being online”

Analysis and Interpretation

The above table and graph shows that 40% respondents have high frequency of being online, 38% low, 12% very high, and 10% very low. It can be interpreted that majority of respondents are frequently being online.

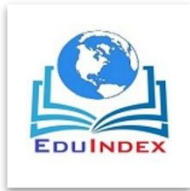
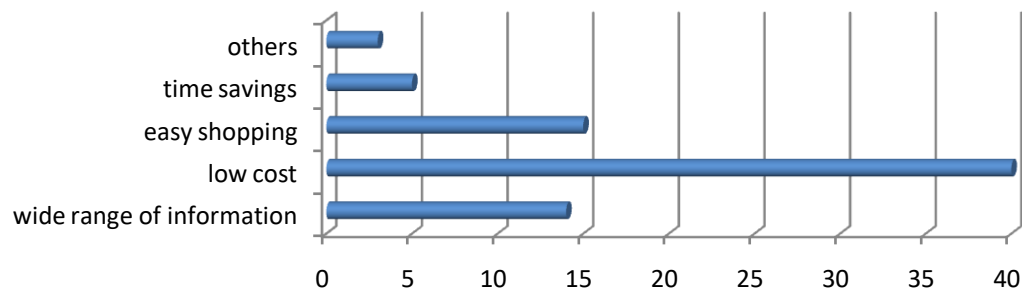


Table 2 showing “respondents opinion benefits of online marketing over traditional marketing”

Options	No of respondents	Percentage
Wide range information	7	14%
Low cost	20	40%
Easy shopping	15	30%
Time saving	5	10%
Others	3	6%
Total	50	100%

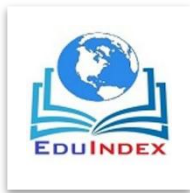
Graph showing “respondents opinion benefits of online marketing over traditional marketing”



Analysis and Interpretation

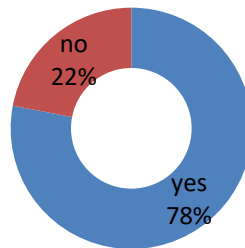
The above table and graph states you that 40% of respondents like online marketing because it has comparatively low cost when compared with traditional marketing, 30% of them because of easy shopping, 14% of them because of online has wide range of information, 10% of them because of time and remaining 6% of them are because of other factors. It can be interpreted that majority of respondents prefer online over traditional marketing.

Table 3 showing “respondents opinion on payment”



Options	No of respondents	Percentage
Yes	39	78%
No	11	22%
Total	50	100%

Graph showing “respondents opinion on payment”



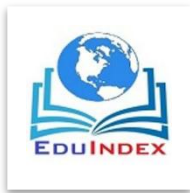
Analysis and Interpretation

From the above table and graph shows that 78% respondents feel online payment for products safe, 22% is not safe. It can be interpreted that majority 78% respondents' online payment for products are safe.

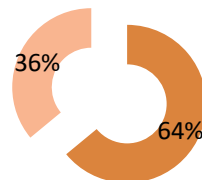
Table 4 showing “respondents’ if yes they feel online payments are safe”

Options	No of respondents	Percentage
Completely accepted	25	64%
Partly accepted	14	36%
Total	39	100%

Graph showing “Respondents if yes feel online payments are safe”



■ completely accepted
 ■ partly accepted



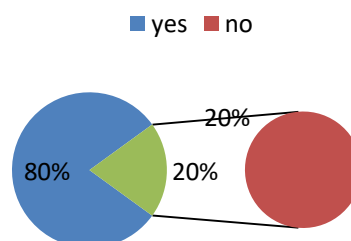
Analysis and Interpretation

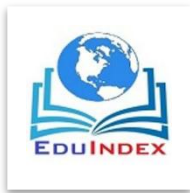
From the above table and graph shows that 64% respondents completely accepted online payment, 36% is partly accepted. It can be interpreted that majority 64% respondents' completely accepted online payment for products are safe.

Table 5 showing “youngsters accepted online marketing”

Options	No of respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	100%

Graph showing “youngsters accepted online marketing”





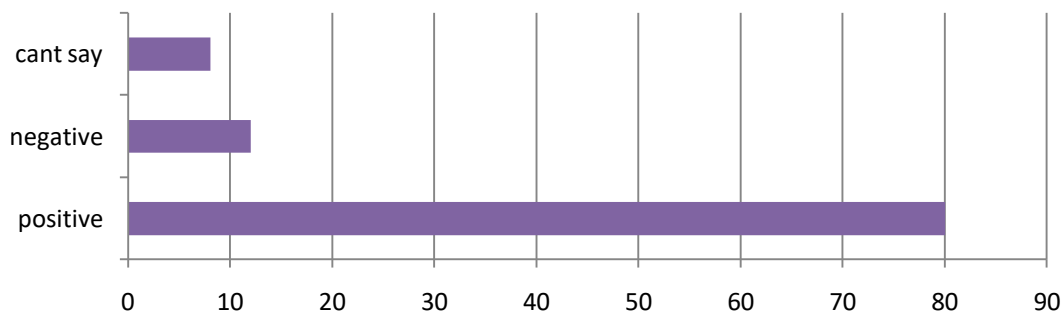
Analysis and Interpretation

From the above table and graph shows that 80% of youngsters have accepted online marketing and remaining 20% have not accepted. It can be interpreted that majority of youngsters have accepted online marketing.

Table 6 showing “respondents opinion on impact of online marketing on youngsters”

Options	No of respondents	Percentage
Positive	40	80%
Negative	06	12%
Can't say	04	8%
Total	50	100%

graph showing “respondents opinion on impact of online marketing on youngsters”

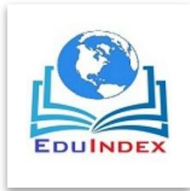


Analysis and Interpretation

From the above table and graph shows that 80% of youngsters are impacted positively, 12% of youngsters have impacted negatively and remaining 6% of youngsters couldn't say it can be interpreted that majority of youngsters have impacted positively.

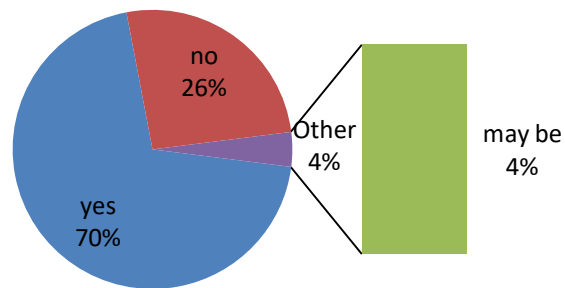
Table 7 showing “respondents opinion on satisfactory level of customers”

Options	No of respondents	Percentage
Yes	35	70%



No	13	26%
May be	02	4%
Total	50	100%

Graph showing “respondents opinion on satisfactory level of customers”



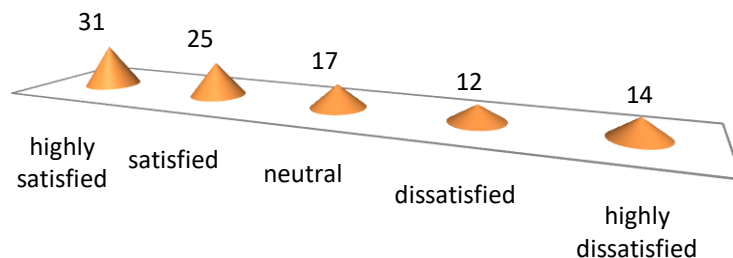
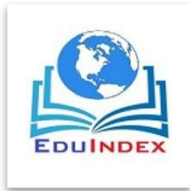
Analysis and Interpretation

From the above table and graph, shows that 70% respondents is satisfied with online marketing, 26% of them are not satisfied and remaining 4% they don't have clear picture. It can be interpreted that majority are satisfied

Table 8 showing “respondents opinion on satisfactory level of customers”

Options	No of respondent	Percentage
Highly satisfied	11	31%
Satisfied	09	25%
neutral	06	17%
Dissatisfied	04	12%
Highly dissatisfied	05	14%
Total	35	100%

(b) graph showing “respondents opinion on satisfactory level of customers”



Analysis and interpretation

From the above table and graph shows that 31% respondents are highly satisfied with online marketing, 25% satisfied, 17% neutral, 12% dissatisfied, 14% highly dissatisfied. It can be interpreted that majority 31% respondents' online marketing is highly satisfying to the customers.

Findings

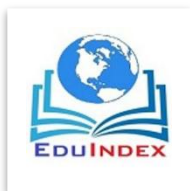
- It has found that impact of online marketing is positive
 - Majority of youngsters have accepted online marketing.
 - Usage level of online marketing is high compared to offline because of low cost.
 - Majority of respondents are highly satisfied with online marketing

Suggestions

- It's suggested that online marketing is very helpful.
 - It saves time, money, energy etc.
 - Online marketing gives us good products and services for effective prices.
 - Online marketing is impacting to youngsters.
 - Online marketing help us to buy product and services from different countries.

CONCLUSION

As generations evolve and technology develops, the advancement in the field of marketing and advertisement has been immense. No longer are businesses bound by the limitations of traditional marketing techniques. The old has been heavily replaced by the new. One of the



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newest and most effective strategies has been of online marketing, which is the topic that this whole e-book was centered on. Online marketing utilizes the internet and its wealth of resources for promotional, profile raising purposes. After covering some types of online marketing, which included social media marketing, they reviewed some of the common trends and shifts that resulted from advancement.

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