
PADDLE AGAINST PHYSICAL MARKETING: IMPACT OF ONLINE PURCHASE ON CONSUMERS' BEHAVIOUR

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Abstract: Paddle against physical marketing here refers to reducing or discouraging the use of traditional or physical mode of marketing and encouraging the use of virtual marketing tools and techniques for communication and marketing activities. In today's rapidly changing technological advances, one of the significant tools in today's realm is online or digital marketing which is prominent in the current situation. Online Marketing is an extended opportunity for electronic communication where marketer of a product/service endorses, sell, promote and communicate to the consumers. (Lal, Ravi Mohan 2019).As we can see from recent years the increase in competition between the telecom operators from the year 2016 and also due to the entry of Jio telecommunication the prices of data and call charges has been decreased that's why the use of virtual or online marketing is growing very fastly. After the entry of Jio's low & affordable cost eased better communication and marketing by the marketers and given new marketplace that is called as virtual or E-marketplace, so it is very necessary to understand the consumer Behaviour and impact of online marketing on consumer. In order to understand and interpret the impact of online marketing on consumers' 100 respondent's opinion has been taken from the North-East region of UP.

Key words: *Virtual or Digital Marketing, Cashless Payment, Cash back, E-marketplace.*

INTRODUCTION

It makes room for social media marketing, search engine marketing, Smartphone's, display advertising and more forms of digital media (Suresh Reddy, 2003). According to American Marketing Association (AMA) defined marketing is the motion, set of association and processes for create, communicate, deliver and exchange aid that have value for customers, clients, allies, and society at large. All over the past, it has always been important to the marketer that the product should reach to its audience. Although the product or services can be promoted through many ways but one of the objectives of the organization is satisfaction of consumers' need by minimizing the cost and online marketing is the best way to get the brand name out and make sales while satisfying the consumers'. Online Marketing is the application of the internet and related digital technologies in combination with conventional communication to accomplish marketing objectives.(Chaffey 2012). Digital marketing is the use of the channels in order to reach the desired target market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing). Online marketing is also popularized as Digital marketing, web marketing, e-marketing etc. In India, the term digital marketing has gained too much supremacy after the launch of Jio and its cheaper plans since the year 2016. Online marketing is an umbrella where marketer of product/services uses the medium of digital technologies, like the Internet, mobile phones, display advertising, and other digital media to promote, communicate and sell. The future of marketing is moving from physical or traditional mediums to virtual/digital ones rapidly. Earlier in India, the internet was limited only with 16% Up to the end of 2013, in the year 2014; internet usage increased from 16% to 31% and in the year 2017 more than 70% businesses depend on the internet and online marketing. And it is expected that in near future about 90% businesses will depend on digital marketing. (Rani, Sandhya and et.al 2017)Now both the consumers and marketers have started the mode of online Marketing because the online marketing campaigns are becoming more and more prevalent and effective than before, as people have started using digital mechanism instead of going to physical shops. The main objective of the online marketing is concerned with consumers and allows them to intermingle with the product by virtue of digital media.(Midha, Vishal2012).More than 1,18,104 gram panchayats are connected by optical fiber cable and number of digital transactions via UPI (Unified Payment Interface) from August 2016 to March 2019 is 6.2 billion (www.mygov.in)

OBJECTIVES

1. To find the benefits of Online marketing in today's highly competitive market.
2. To explore the impact of Online marketing on consumers' purchase behavior.

RESEARCH METHODOLOGY

1. Primary Data have been collected through structured Questionnaire and observation for the study and secondary data have been collected from various e-journals, reports and magazines to develop the theoretical part.
2. **Sample Size:** The sample size determined for the study comprised of 100 respondents selected who had made online purchases over a period of last 4 months.

LITERATURE REVIEW

Hoge. (1993). remarked electronic marketing as the transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the development and mass acceptance of the radio, telephone, TV and then cable television, electronic media has become the dominant marketing force. **Giese and Gote. (2000)** found that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems digital products or services, customer support, and after-sales service. **Khan and Mahapatra. (2009).** concluded that technology plays a vital role in improving the quality of services provided by the business units. **Yulihhasri. (2011).** revealed that Digital marketing allows 24 hours of service to make purchase for the consumers. And found that prices are transparent in the digital marketing. **Waghmare. (2012).** has pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. **Zia and Manish. (2012).** showed that currently shoppers in metropolitan cities in India are being driven by E- Commerce. **Gangeshwer. (2013).** Digital marketing technologies permits the customers to keep on with the company information rationalized. These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company’s website, examine with reference to the products and make online purchase and gives their views and feedback. **Singh, Amit Kumar and Sailo, Malsawmi. (2013).** Online shopping has obtained very important position in the 21st century as most of the people are busy, loaded with hectic schedule. In such a situation online shopping became the easiest and most suitable mode for their shopping. Internet has changed the way of consumer’s store, and has rapidly developed into a global perspective. **Gregory Ka. (2014).** showed that Consumers get complete information related to the products or services; they can make comparison with other related products. **Kanupriya; Rita; and kaur, Anupreet. (2016).** Internet is the rapidest growing media during the past decade. Especially, online shopping is a rapidly growing e-commerce area. Online stores are usually available 24 hours a day, and many consumers have internet access both at work and at home. In his study he establishes a preliminary assessment, evaluation and understanding of the characteristics of online shopping. An effort has been made to investigate online consumer behaviour, which in turn provides E-marketers with a constructional framework for fine-tuning their E-businesses’ strategies. **Lal, Ravi Mohan. (2019).** Revealed that the level of awareness and consciousness to use mode of digital media is high, so the opportunity for marketers increased to promote consumers through digital media like SEO (Search Engine optimization), PPC (Pay Per Click), Social Media Marketing, E-mail etc. to attract huge traffic with less cost of advertisement. Although there are many advantages of Digital Marketing like cost advantage to marketers, Sustainable Development, Opportunity to advertise its products and services globally, and interact with consumers directly so that they can solve-out the problems. But there are many more problems associated with Digital Marketing like Transaction Failure and the amount gets debited from account and takes more than week to refund, Personal data are stolen from social media platform and misused by the marketers, E-mail hacks, Bank Account hacks are common problems which is discouraging the consumers to use digital media platforms. Government and marketers should come forward to sort-out the problems of consumers and ensure that using the mode of digital media is safe, secure and reliable and build up good customer-relationship using the digital media platform.

Difference between Physical Marketing Vs Virtual marketing:

Physical Marketing	Virtual Marketing
Communication is Unidirectional	Communication is Bidirectional
To clarify the term, the use of print ads on reporters, newspaper and magazines is a simple example of traditional marketing. Other examples include flyers that are put in mailboxes, commercials Ads both on TV, radio and billboards advertising on sideways of roads and highways.	In comparison to it, when a marketer spends on building a website, advertising the brand name through different social media channels such as Facebook, WhatsApp, Twitter, and YouTube etc.
The medium of communication is generally letters, phone calls, and e-mails	The medium of communication is mostly through social media websites, WhatsApp, and Emails.
Campaigning takes more time for designing, preparing, and launching. A lot of time and money are invested for Campaigning.	Campaigning is easier with digital tools, there is always a fast way to develop an online campaign and carry out changes along its development.
It is carried out for a specific audience throughout from generating campaign ideas up to selling a product or a service.	The content is available for general public. And then it is made to reach the specific audience by employing search engine techniques.
It is a conservative and conventional way of marketing; which is best for reaching a local audience	It is a best global platform for reaching wide customers.
With traditional marketing measuring the effectiveness of a campaign is difficult.	With digital marketing measuring the effectiveness of a campaign becomes easy and quick through Google Analytics

Source: www.google.com.

DATA ANALYSIS

Table No.1 Demographic Profile of Online Buyers

	Category	No. of Respondents	Respondents(%)
Gender	Male	66	66
	Female	34	34
	Total	100	100
Age	18-25	40	40
	25-35	50	50
	35-45	4	4
	Above 45	6	6
	Total	100	100
Education	Upto Secondary Level	3	3
	Graduate	33	33
	Post-graduate	57	57
	Other	7	7
	Total	100	100
Occupation	Student	50	50
	Homemaker	30	30
	Salaried	16	16
	Self-Employed Business	4	4
	Total	100	100
Monthly Income	Below 10,000	38	38
	10,000-20,000	14	14
	20,000-30,000	15	15
	30,000-40,000	5	5
	Above, 40,000	28	28
	Total	100	100

Table No.2 Awareness of 'Online Shopping'

Particulars	No. of Respondents	Respondents (%)
Having Knowledge about online shopping	100	100
Not Having Knowledge about online shopping	-	-
Total	100	100

Table No.3 Is Products Information Available Online

Particulars	No. of Respondents	% of Respondents
Extremely	38	38
Moderately	41	41
Somewhat	17	17
Slightly	4	4
Not At All	-	-
Total	100	100

Table No.4 Reasons for Opting Online Purchase

Particulars	No. of Respondents	% of Respondents
Effortless and Easy buying procedure	51	51
Vast variety of products	27	27
Lower Prices	13	13
Diverse modes of payment	9	9
Others	-	-
Total	100	100

Table No.5 Frequency of Online Purchase

Particulars	No. of Respondents	% of Respondents
Daily	2	2
Once a Week	14	14
Twice a Week	5	5
Monthly	49	49
Less Frequent than Month	30	30
Total	100	100

Table No.6

Particulars	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Online Purchases have a greater opportunity in the present market	58	39	3	-	-	100
Percent %	58	39	3	-	-	100
Using Mode of online purchase is safe and convenient.	32	47	14	7	-	100
Percent %	32	47	14	7	-	100
Increasing level of education in People Makes the DM. effective.	48	44	5	2	1	100
Percent %	48	44	5	2	1	100%
Price and information related to the product is transparent.	35	47	11	5	2	100
Percent %	35	47	11	5	2	100
It is easy mode of purchase.	54	36	9	1	-	100
Percent %	54	36	9	1	-	100
I am satisfied with online purchase.	43	44	8	3	2	100
Percent %	43	44	8	3	2	100

FINDINGS

- Consumer find online purchases as convenient, safe and quick mode of purchase.
- Ratio of female customers in online purchases was low only 34% and high in male customers 66% in online purchasing.
- The level of Awareness about online shopping is 100% among the respondents.
- Most numbers of respondents that is 51% feels that online purchase have Effortless and Easy buying procedure; others feel that they can have vast variety of products, lower price, diverse mode of payments and others.
- 41% of respondents feel that Product & Services information about is moderately available online and 38% feel that Product & Services information about extremely available online.
- 49% of the respondents purchase the products monthly.
- Most of the respondents (58%) were strongly agreed that digital marketing have greater opportunity in the present market and 39% of the respondents were agreed with the view.
- 35% of the respondents in the sample region were agreed that Price and information related to the product is transparent but 11% respondents were neutral, and 5% were strongly disagreed with the view.
- The study reveals that most of them (43%) are satisfied with the online purchases and very few were not agreed to online purchases.

CONCLUSION

Online Shopping is an Extended Opportunity for electronic communication where marketer of a product/service endorses, sells, promote and communicate to the consumers and it has greater opportunity in the current and future markets. The consumer is also attracted towards the cashless transactions because of various offers made by companies which can give cash back offers for using debit cards/credit cards for payment. And using mobile wallet payments, they can get more discounts. Some online shopping sites also conduct online sales festival where consumers get more discounts. Government of India also offered discounts on service tax, fuel surcharge, e-IRCTC ticket booking with cashless traction. One of the main components of marketing is communication. Digital marketing has turn out to be an essential part, to approach for many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. A company can utilize any devices such as tablets, Smartphone's, TV, laptops, media, social media, email and lot other to support company and its products and services. Online shopping may increase if it considers consumer desires as a peak priority. The findings revealed that customers are aware of online marketing and their behaviour has changed from the traditional/physical to virtual marketplace, they prefer to buy electronic and shopping goods through online medium. One of the limitations of the study is that the information collected is from a particular geographical area and a limit and not possible to judge the whole populations purchase decisions. As the world moving towards digital era, the online platforms plays a vital role in increase of sales of any firm's products. An attempt is made to reveal the impact of online marketing on consumers' purchase decision.



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