

Impact Of Digital Marketing on Youth with Reference to Gorakhpur City

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Abstract- This is an undertaking primarily based totally on Impact of Digital Marketing on Youth. With the assist of virtual marketing, what's the conduct of teenagers for getting and promoting of the products or offerings the use of the net, and the switch of cash and statistics to execute those transactions? Digital Marketing is maximum famous with inside the new generations; however, the older generations also are now no longer untouched via way of means of its scope. The paper discussed about Impact of Digital Marketing on Youth towards its buying behaviour. Paper also discussed about benefits of digital marketing and many aspects of digital marketing including digital marketing campaign.

Indexed Terms- Digital Marketing, Youth, Buying behaviour, Retailers,

I. INTRODUCTION

Digital Marketing has created big buzz in today's world. It could be very famous in more youthful generations, however the center and the older generations also are now no longer un-touched via way of means of the wave of its scope. Digital Marketing is the time period used for the targeted, measurable, and interactive advertising of services and products the use of virtual technology to attain the viewers, flip them into clients, and maintain them. On home the front it's far used for interacting with buddy and relative and for the motive of socializing. On expert the front, it's been extensively used for obtaining the markets via way of means of new enterprise ventures. In current years the net surroundings are regarded via way of means of customers from a brand-new perspective, in a business manner. It's improvement and the emergence of on-line shops have become customers into purchasers. Also, the maximum vital position of social media has

modified the manner of ways purchasers and entrepreneurs communicate. The Internet permits one-of-a-kind varieties of media to converge. Social media gives a brand-new channel to collect product data via peer communication. So, via way of means of the use of social media, clients have the electricity to persuade different customers via evaluations of services or products used. Consumers also are stimulated via way of means of different psychosocial traits like: income, buy motivation, enterprise presentation, enterprise or brand's presence on social networks, demographic variable which include sex, demographic skills, place of job technique of payment, sort of shops (on-line or physical), etc. The first segment provides a quick advent to the selected theme, observed via way of means of applicable data on literature review, wherein are provided preceding specialized studies.

II. LITRATURE REVIEW

Ratchford et al. (2014) have told that each and every one the way through Internet, consumers can gather information about merchandise and they compare a product across suppliers at a low cost. They can also effectively analyze the offerings and easily locate a low price for a specific product. Alok Pal & Bharti Shukla (2020) defines E-marketing as applying Digital technologies which form online channels (Web, e-mail, statistics and databases, plus mobile/wireless & digital TV) to contribute in marketing activities aimed at achieving profitable acquisition and retention of consumers (within a multi-channel buying process and consumer lifecycle) each and every one the way through improving our consumer knowledge (of their profiles, behaviour, value and trustworthiness, dependability and loyalty drivers), then delivering integrated targeted communications in online services that match their individual needs. (<http://www.wnim.com/archive/issue2904/eMarketing.htm>) Chaffey's definition reflects the relationship

marketing concept, it emphasis that it should not be technology that drives Electronic marketing, but the business model. Chu, Shu-Chuan (2011) has defined that the success of e-tailing depends on the efficient website design, efficient and effective shopping and prompt delivery. The other e-store services are delivery in real time, return and replacement process, period of filling out online orders form, speed of response time to e-consumers queries. According to Giedd, J. N., & Chief, M. (2012), this is becoming increasingly important to provide good quality medical care as the interpersonal distance between the doctor and patient has been increasing. Fred Palumbo, Paul Herbig (1998), in his study report on" Code of practice for the pharmaceutical Industry "This report examines that in India now the daily visit of the doctors should be twelve and four visits to each doctor in a month. Drug samples can only be provided to a doctor in response to a signed request and should not exceed four days treatment for a single patient. In Sweden, the representatives must meet a group of doctors after obtaining an appointment from the head of the department. On an average only two such meetings per year are permitted. Reza Kiani, (1998) discussed that promotional material is screened by the head of the department and the presentation by representative allowed, only it the product information is new and scientific. According to Philip Kotler, "the online marketing is the growing form of direct marketing". The consumer's perception of convenience, price, product information and service has been significantly affected by the internet and modern marketing requires businesses to be committed to consumer orientation (Jaworski and Kohli, 1993). Therefore, a substantial web presence is absolutely essential for each and every one the companies today. Rowley, 2011 in her study on Internet Advertising: It is a form of advertising that uses the Internet to attract customers by delivering messages through websites or advertising banners on other popular websites which leads online users to a company site. The company website must be well-organized, well-designed and user-friendly in order to attract more target customers.

III. RESEARCH OBJECTIVES

1. To Study the opinion of consumers on Present Digital Marketing effort initiated by Various Retailers;
2. To understand the Impact on Consumers of Digital Marketing for Promotional activities of the Retailer;
3. To know and understand the attributes or characteristics attracting Customers to shop using Digital Marketing.

IV. RESEARCH METHODOLOGY

This research will be descriptive and this research will be based on primary data and secondary data. Primary data will collect through questionnaires from online store users and secondary data will collect through research papers, journals and newspapers etc.

1. Population -All the customer's either they associated through e-marketing or retail stores in Gorakhpur, India.
2. Sampling Unit -Every individual is a customer and may be of any organization.
3. Sampling Frame - It represents the elements of the target population Gorakhpur is the sampling frame.
4. Sample size- Sample size is 131 customers.
5. Sampling Technique - Non-Probability technique i.e., convenience Sampling.

V. DATA ANALYSIS

Data is divided into two parts one is demographic profile and second is various attributes related to digital marketing.

• Demographic Profile

	Attributes	Percentage
Gender	Male	84.7
	Female	15.3
	Transgender	00
Occupation	Students	74.8
	Private employee	9.9
	Government Employee	1.5
	Self Employed	13.7

Average Monthly Salary	Below 10000	61.1
	10000-19999 Rs	18.3
	20000-29999 Rs	4.6
	30000-39999 Rs	5.3
	40000-49999 Rs	1.5
	Above 50000 Rs	9.2

	Attributes/ Features	Percentage
Having an impressive website is more important for attracting customers.	Neutral	6.1
	Agree	47.3
	Strongly Agree	46.6
Advertisement through others such as banners is not more effective than the advertisement in social media.	Disagree	16.8
	Neutral	21.4
	Agree	38.2
	Strongly Agree	23.7
Online promotion of company through digital marketing on the website has given more choices for the customers.	Disagree	1.5
	Neutral	6.1
	Agree	47.3
	Strongly Agree	45.0
Effective advertisement in digital marketing is better than banners, paper or electronic media.	Disagree	6.1
	Neutral	12.2
	Agree	45.0
	Strongly Agree	36.6
Technology changes the behaviour of people buying pattern in days to come.	Disagree	1.5
	Neutral	8.4
	Agree	45.8
	Strongly Agree	44.3

I know about the products (information Source) of different retailers like spencer, Big Bazar and Vmart etc. by	Advertisement	36.6
	Searching on Internet	34.4
	Friends and Relatives	18.3
	Through Company website	10.7
I remember characteristics in ads using in digital Advertising by retailers	Graphics	46.6
	Contents	44.3
	Music & Background	9.2
Website which are the best terms of reaching Customers	Social Media	42.0
	Shopping Portal	36.6
	Online auction sites	3.1
	Company website	18.3
My Preferences Regarding Criteria for finalizing Purchase Decision	As Need Arises	42.0
	Watchig Ads	27.5
	Reference	22.9
	By Salesperson	7.6
Achieve a competitive advantage through utilizing the advancement in information technology to support a firms product offering a web designer, developer should concentrate on	To provide an enjoyable experience to customers	38.2
	To improve product experience that is more direct than simple text & image	14.5
	Provide valuable information to browser to make purchase decision	47.3

Rate the Benefits of Digital Marketing						
S. No.	Benefits	Rating Scale 5 Represents Higher				
		5	4	3	2	1
1	Ability to demonstrate Product Quality and Features	59	18	20	28	6
2	New Ad format can Draw Great attention	61	22	14	22	12
3	More Price targeting & Audiences	60	20	29	18	4
4	Enhances Traditional Advertising	68	14	25	18	6

Rate the Need of website in Digital Marketing						
S. No.	Benefits	Rating Scale 5 Represents Higher				
		5	4	3	2	1
1	Attractive web design and features	58	24	24	19	6
2	More advertisement & offer information	66	20	15	18	12
3	Coupons, Discount offers & price detail	75	12	36	4	4
4	Product detail with Flash image	63	16	36	14	2

VI. FINDINGS

The overall project is mainly about how effectively Retail Stores has done Promotional activity to attract customers and to know the effectiveness of Digital Marketing for promoting their company. In this project the major findings are as follows:

Out of 131 respondents, it is found that 46.6% (61) of the respondents strongly agree that having an impressive website is more important for attracting customers. And 47.3% (62) are Agree and 6.1 % (8) are Neutral about it. It is observed that out of 131 respondents 84.7 % (111) are Male and 15.3 % (20) are Female. Among 131 respondents 38.2 % (50) agree that Advertisement through others such as banners, pamphlets are not more effective than the Advertisement in social media and 16.8% (22) people disagree about it. While browsing in a Digital Marketing 35.9% (88) respondents want to see more Advertisement & Offer information and 32.7% (80) want to have Coupons, Discount offers & Price

Detail. Today customers look beyond price, such as quality, employee behaviour, store atmosphere etc. Big Bazaar has scope for improvement in these yields. When come to Websites, out of 131respondents 42% (55) think that Social Medias and 18.3% (24) think that Company Websites are best terms of reaching Customers. It is observed that out of 131 respondents 42% (55) person purchase the product as the need arises and 27.5% (36) By watching Ads. And 7.6% (10) by sales person. While browsing in a Digital Marketing out of 131 respondents 75 respondents want to have Coupons, Discount offers & Price Detail and 45 want to see more Advertisement & Offer information. Retail Store has built a very emotional and cordial relationship with its customers. It is also very intending to build long term relationship with all its stakeholders which are very essential for a successful business venture.

CONCLUSION

Internet Research
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In recent years the mall culture is increased in India because of its unique shopping experience. Today Youth Prefer a wide range of choice at one roof and only because of the hype of the market. The customer preferences and needs are increasing day-by-day because of increase in their purchasing power they need new and innovative products. The modern hyper market format has truly changed and taken up the expectation of Indian customer to a new level. I believe that we are at the threshold of this change; the result of all the trends outlined in the report foretells those great and existing things are yet to happen in Digital Media, as it is emerging as a biggest competitor to Traditional Media. The huge internet user and mobile subscriber base in India as well as the World is a boon to Brand Market for Brand Promotion.

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