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CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	A COMPREHENSIVE STUDY OF THE HUMAN RESOURCE PRACTICES OF THE CONSTRUCTION SECTOR IN TAMIL NADU <i>Dr. C. S. RAMANIGOPAL, A. MANI, S. VASUDEVAN & S. UGESH KUMAR</i>	1
2.	A STUDY ON CURRENCY FLUCTUATIONS IMPACT ON GOLD PRICE DETERMINATION IN SELECTED COUNTRIES (2005 TO 2015) <i>V. PRASHANTH KUMAR & K. SUHRULLEKHA</i>	9
3.	DIGITAL MARKETING CONSEQUENCES ON URBAN CONSUMER BEHAVIOR IN NAGPUR CITY <i>SAGAR JADHAV, Dr. DEVENDRA VYAS & Dr. SHRINIVAS MANEKAR</i>	15
4.	A STUDY ON JOB SATISFACTION OF EMPLOYEES IN ORGANISED RETAIL WITH SPECIAL REFERENCE TO BELAGAVI CITY <i>S O HALASAGI & ASHWINI M. JAMUNI</i>	18
5.	CUSTOMERS' PERCEPTION TOWARDS GST WITH SPECIAL REFERENCE TO INSURANCE AND AUTOMOBILE INDUSTRY IN TIRUPUR DISTRICT <i>VIJAY P.</i>	22
6.	IMPACT OF CELEBRITY ATTRIBUTES ON CONSUMERS BUYING DECISION WITH SPECIAL REFERENCE TO TWO WHEELER <i>RAJNI</i>	25
7.	CORPORATE SOCIAL RESPONSIBILITY – A CONCEPTUAL FRAMEWORK <i>RR REDDY & Dr. K. KALA</i>	30
8.	CONTRIBUTION OF MSME TO ASPECTS OF POVERTY REDUCTION, EMPLOYMENTSHIP AND INCOME DISTRIBUTION IN PALEMBANG CITY (CASE STUDY IN MSME TANGGA BUNTUNG AREA, 30 ILIR) <i>DRA. ELVIA ZAHARA, M.M., TITI ANDRIYANI, S.E., M.SI., ESYA ALHADI, S.E., M.M. & GUSTI AYU OKA WINDARTI, S.E., M.M.</i>	36
9.	DETERMINANTS OF ONLINE PURCHASE INTENTION AMONG YOUTH IN KERALA <i>MUHAMMED ARSAL TK</i>	45
10.	CORPORATE SOCIAL RESPONSIBILITY: DIMENSIONS AND CHALLENGES IN SELECTED SOFTWARE COMPANIES IN INDIA <i>K. S. KHATHEEJA PARVIN</i>	52
	REQUEST FOR FEEDBACK & DISCLAIMER	59

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DIGITAL MARKETING CONSEQUENCES ON URBAN CONSUMER BEHAVIOR IN NAGPUR CITY

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ABSTRACT

With the increase in the usage of Digital Marketing or Internet marketing has become the crucial for any organization across the globe. The consumer behavior study has been becoming more centric and crucial for any business in any industries. The main aim of the paper is to obtain quantitative describing the actuality of digital marketing in the case of the India in order to explain the development of digital marketing and its consequences on urban consumer behavior in Nagpur city. The research paper build on the relevant studied literature and at the same time examines urban consumer behavior by structured questionnaires. Furthermore, this paper support the research questions that including recent trends and different issues in digital shopping, and impact factors for urban consumer behavior. Also, the result of the research shows that significant relationship on the consumers buying behavior through internet due to security concern and digital marketing strong impacts on their purchasing decisions. Apart from this Consumer's trust, privacy concerns, security concerns are the major factors for using internet for shopping, the trust on websites influence to the purchasing decision of urban consumer.

KEYWORDS

digital marketing, consumer behavior, privacy and security, consumer trust.

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INTRODUCTION

Every business organization is existed with the aim of accomplishing two main objectives, firstly economic objective and social objective. These two objectives can be accomplished only if the product produced by the organization satisfies the needs and wants of the consumers. In today's highly competitive marketing scenario, the marketer cannot sell the product without marketing efforts and what he offers to sell or produces but he can successfully sell only proper marketing what is desired by the consumer.

But what the consumer desire is not easy to understand. This brings a big problem before the marketer. This problem can be solved only by getting the necessary information regarding the consumers and market conditions. If the information reveals that consumers are not satisfied with the marketer's products or services, he makes decision to adapt it accordingly. This helps the marketers to raise the level of performance of the organization and modify the current marketing strategies.

Since the survival and growth of a company depends upon the satisfaction of the needs and wants of the consumers it serves, it is measurable for a marketer to monitor continuously the trend of the consumer market and its behavior before a sound marketing plan can be developed or modified to serve the consumers.

According to Philip Kotler and Gary Armstrong, "consumer behavior refers to the buying behavior of final consumers - individuals and households who buy goods and services for personal consumption. All of these final consumers combined make up the consumer market."

Digital marketing has lots of advantages and disadvantages than conventional and traditional marketing. It has fast implementation strategy. Using Online marketing makes your store open 24 hours a day, 7 days a week. The consumers worldwide can reach and can shop anytime and anywhere and basically do business anytime they want to.

In addition to that, there are also lots of competitions in online marketing. And measuring what actual factors influences the consumer minds. By the time the customer discovers and locates the website, they have already been clicking several links not unless; they can discover and locate what they are looking for.

SIGNIFICANCE OF THE STUDY

The present study deals with internet marketing aspects on consumer behavior. It is the most visible component of Internet Marketing. Internet marketing carries out the function of promotions and online advertising along with other necessary activities. Internet marketing is nothing but marketing via Net. It is an interface between the customer and the Marketing function of an Organization.

Businesses or companies can sell their goods & services 24 X 7 Hours and 365 Days a year without interruption using their online / eMarketing concepts. Business sell their variety of products through the useful sites such as Amazon, Flipkart, Ebay, Snapdeal etc. and bears the cost of technology.

Consumer behavior study insight into their consumption related decisions; what they buy, when they buy, why they buy, how they buy and the promotional influences that persuade them to buy. The study of consumer and consumer buying behavior will enable them to become better and wiser consumers.

SCOPE OF THE STUDY

In the study, the study and survey will be conducted each and every one the way through questionnaire to collect the statistics and facts from the targeted respondents of urban consumer Nagpur city. To the impact of internet marketing on consumer behavior to measure the effectiveness and applicability of E-Marketing approaches among the urban consumers. The consumer behavior and internet marketing has very wide scope to study how the consumers take a decision to purchase product online or on internet. The internet has become an ongoing emerging source that tends to expand more and more. The growth of this particular media attracts the attention of advertisers as a more productive source to bring in consumers.

Most of companies have put lots of effort and money to create newer and newer product for online selling every year. The present study is an attempt to sketch the behavioral aspects of online consumer that which factors largely impact on consumer and different stages of the consumer decision making process in the online shoppers in Nagpur city.

OBJECTIVES OF THE STUDY

The specific objectives of the study are given below:

1. To study the acceptance of digital marketing among urban consumers in Nagpur city.
2. To study the impact of Digital-marketing on purchase decision of urban consumers.
3. To study awareness of Digital-marketing among the people in Nagpur city.

LITERATURE REVIEW

Miyazaki & Fernandez (2001) identify privacy and security as major obstacles in the growth of e-business and e-commerce. Therefore, the marketer requires thinking on the phenomena to formulate the new and proper provision. They explore risk perceptions in new and repeat online consumer and conclude that risk perception is an inhibitor for online purchasing in new and experienced online shoppers.

Ruchi Nayyar (2010) in the study of website factors on internet shopping buying behaviour and the study found that online shoppers perceive different factors such as website design, fulfillment/reliability, privacy/security and consumers service impacting online purchase activity differently.

J Suresh Reddy (2003) Marketing is one of the business function most significantly affected by emerging information technologies. Internet is providing business organizations new channels of communication and interaction between marketer and consumer, suppliers. It can create closer more cost effective with consumers in sales, marketing. Companies can use web to provide ongoing information, service and support. It also creates positive interaction with customers and marketer that can be long term.

V.Kumar and Denish Shah have published research paper entitled "Pushing and Pulling on the Internet" The internet is fast arriving as a field for sales. The Internet is growing & it impact on online consumer which shifts the consumer behavior.

METHODOLOGY

HYPOTHESES OF THE STUDY

For the execution of the research, following hypotheses are formulated and studied.

Appropriate statistical tests are used to test and validate the hypotheses.

The following hypotheses are:-

- H₀₁: Internet marketing has no impact on consumer buying decision
- H₁₁: Internet marketing has a significant impact on consumer buying decision.
- H₀₂: There is no significant relationship on the consumers buying behavior through internet due to security concern.
- H₁₂: There is significant relationship on the consumers buying behavior through internet due to security concern.

UNIVERSE FOR THE STUDY

The universe or population represents the entire group of units which is the focus of the study Thus, the population or universe of the study consist of urban consumers from different urban areas of Nagpur city. The study has been carried out on the basis of an adequate size of sampled consumers in urban areas throughout the Nagpur city, Consumers who have experience in buying product including students, Business professionals, and service men (Private and govt).

SAMPLING METHOD

All the samples are selected from the urban and rural areas of the Nagpur district so; the research is carried out by random convenient sampling.

Random convenience sampling (also known as availability sampling) is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study.

SAMPLE SIZE

The research study used a survey method for data collection. Sample of 300 respondents from Nagpur district were taken which 300 Nagpur urban consumers.

ANALYSIS OF THE STUDY

After the collection of data, a number of closely related operations such as establishment of categories, the application of these categories to raw data through coding & tabulation are done and then statistical inferences are drawn. The collected data was in nominal, ordinal and interval form and hence simple percentile analysis of the data was done. The variables were analyzed based on their frequency of occurrence. The testing of hypotheses is done by analyzing the data using appropriate statistical tests such as one sample "t" test, with the help of Statistical Package for Social Science (SPSS Package) and the charts and graphs were prepared in MS excel 2010 version.

HYPOTHESIS-1

- H₀₁: Internet marketing has no impact on consumer buying decision
- H₁₁: Internet marketing has a significant impact on consumer buying decision.

These hypothesis regarding role of internet marketing on consumer buying decision is tested through One Sample t-test using statistical software SPSS.

URBAN CONSUMERS

TABLE 1

N	Mean	Std. Deviation	Std. Error Mean
300	2.4267	1.51181	.08728

TABLE 2

Test Value = 5					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-29.482	299	.000	-2.57333	-2.7451	-2.4016

To test this hypothesis; a Likert scale is used. Responses of 300 respondents are recorded from urban area inputted in the SPSS software. The mean value generated is 2.4267 of urban & 2.96 of rural and Standard Deviation is 1.511 of urban. The test value is set as 5 as Likert scale is five level scale to record the responses. From the above One Sample t-test hypothesis is significant i.e. 0.000 of urban. So the NULL hypothesis is rejected and the alternate hypothesis 'Internet marketing has a significant impact on consumer buying decision' is accepted.

Hypothesis-2

- H₀₂: There is no significant relationship on the consumers buying behavior through internet due to security concern.
- H₁₂: There is significant relationship on the consumers buying behavior through internet due to security concern.

This hypothesis regarding consumers buying behavior through internet due to security concern is tested through One Sample t-test using statistical software SPSS.

URBAN CONSUMERS

TABLE 3

N	Mean	Std. Deviation	Std. Error Mean
300	2.0733	1.10697	.06391

TABLE 4

Test Value = 5					
t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
				Lower	Upper
-45.793	299	.000	-2.92667	-3.0524	-2.8009

To test this hypothesis; a Likert scale is used. Response of 300 respondents are recorded from urban area inputted in the SPSS software. The mean value generated is 2.073 of urban & 1.90 of rural and Standard Deviation is 1.106 of urban. The test value is set as 5 as Likert scale is five level scale to record the responses. From the above One Sample t-test hypothesis is significant i.e. 0.000 of urban. So the NULL hypothesis is rejected and the alternate hypothesis 'There is significant relationship on the consumers buying behavior through internet due to security concern' is accepted.

The primary factor/reason causing consumers lack on e-business is security risks associated with online transactions. There is a certain relationship between electronic security issues and customer online shopping attitudes and behavior. Consumer security in e-business environment is an ongoing research issue especially in current digital marketing domain. Consumer buying behavior study analyses and study of security concerns of consumer and is closely associated with these issues.

LIMITATIONS OF THE STUDY

The present study is based on primary statistics and facts taken from various respondents of Nagpur district including urban and rural by filling a prescribed questionnaire. The purity of the result is depends on the purity of the statistics and facts. Each conclusions and suggestions are given from the statistical analysis of the several coded data. The research is restricted to the Nagpur (Maharashtra state) city only.

FINDINGS OF THE STUDY

1. It was found that almost all the respondents had very strongly agreed to the fact that most urban consumers accept digital marketing has a significant impact on their buying decision.
2. Online marketing provides the most satisfying experience and provides unique experience for the urban consumers. The reason is the online shopping sites offer attractive offers, free cash on delivery, free gifts, discounts and time saving ease of use.
3. Youngers / students do prefer more online shopping in urban Nagpur because they do shopping for fun and entertainment and are risk takers and know the procedure of online shopping. The study found that young/ students prefer more online shopping than business professional and farmers in urban.
4. Online shopping sites are offering different promotional schemes like discounts, free gifts, free shipping, pay cash on delivery, combo packs, and value for money schemes to attract and retain the customers.
5. Urban consumers hesitant while shopping online because of security issues of their payment and risk of the products.

SUGGESTIONS OF THE STUDY

1. The study suggests that the Nagpur urban customers give the most importance to security issues privacy to generate trust. Privacy of customer information can be improved by ensuring their trust and their feedback about their online shopping.
2. There is need to create great awareness and encourage about internet marketing in urban areas of Nagpur so online marketers should create more awareness about internet marketing to sell their products online and should use different online channels.
3. Online stores should use effective implementation of website factors such as information design, features, communication, privacy and security, as a marketing tool by which trust towards the website can be created among the urban consumers and subsequently enhance purchase intention.

SCOPE OF THE RESEARCH

In the study, the study and survey will be conducted each and every one the way through structured questionnaire to collect the statistics and facts from the targeted respondents of Nagpur district State of Maharashtra to measure the factors affecting of internet marketing on consumers and their behavior, and applicability of eMarketing approaches among the consumers and online businesses so the scope of it would help to consumer behavior study and for e-marketer.

Different online shopping sites effect will be selected from the selected urban places within the Nagpur Region to conduct research study.

The research focuses on internet marketing impact of consumers in Nagpur district and their buying behavior.

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