

Impact of Online Marketing on the Youth: A Study on Reliance Trends in Bhubaneswar

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ABSTRACT

Online Marketing has made an enormous buzz in this time and age. It is exceptionally well known among the youth, yet the middle and older people are not immaculate by the flood of online marketing. On homegrown front it is utilized for interfacing with companions and family members and to socialize. On professional front, it has been generally utilized for gaining markets by new undertakings. Many established companies are going through operational change in their conventional practices to adjust to this online climate for advancing their items and service all around the world. Social media has been the latest and blasting technological advancements. It's anything but a wide scope of advantages. In this paper we have made an attempt to find out the impact of online marketing on the youth of Bhubaneswar with reference to Reliance Trends. Information was collected from 250 respondents from people living in and around Bhubaneswar using a structured questionnaire. The research paper tried to find out various aspect of online marketing by associating with the youth.

Keywords: Online marketing, Reliance Trends, Social media, Bhubaneswar, youth

I. INTRODUCTION

The degree of this assessment is to recognize the buying behavior of customers of Reliance Trends. This investigation relies upon fundamental data and auxiliary data. It offers help to extra assessments for the planned retail region. It intends to understand the capacity of the association in the zone like innovative progression, rivalry in administration. Cell phones and casual correspondence areas have been given extraordinary character similarly as using DM. The current assessment urges researchers to join the speculative thoughts this endeavor makes the various missions know the impact of Digital Marketing on Youths Buying Behavior Pattern

with Special Reference to Reliance Trends, Bhubaneswar.

The investigation is likewise to have an understanding about client general assessment on the Reliance Trends. Such an examination will help the relationship with evaluating the business openings in various portions, which thus will help in knowing the amount it needs to propel its business so it can intentionally arrange itself to the customer's necessities. This investigation study entitled towards the impact of Digital Marketing on Youths Buying Behavior Pattern with Special Reference to Reliance Trends, Bhubaneswar.

II. LITERATURE REVIEW

Kamlesh K Bajaj, Debjani Nag (2016) have found in their research that internet has revolutionized the E-Commerce platform to such an extent that it is almost impossible to ignore because whether it is normal situation or any unprecedented situation like pandemic, it is going to rule the market as it has the latest technology on its side.

Dr.C.S.RAYUDU (2016) has deduced from his findings that digitalization of marketing is the new norm of modern world. From the activity of early access to customers, payment, buying, selling to consulting doctors in apps like Practo, internet and EDI are the new visions of future.

A.M. Hasan, M. B. Kunz et al (2006) have speculated in their research that even though online shopping is new buzzword in the market, still people are very skeptical about the safety and security of the online transactions. The risks of frauds, phishing stilling haunting some customers which prevent them from buying online.

Alves S. D. C, Filho L. O. d. D et al (April 2012) have concluded in their research that plastic cards like credit card have a major role in the consumption pattern. Such type of customers is very indifferent to the risks and safety concerns of

online payment. These customers are probably young, energetic, aggressive and adventurous in nature.

OBJECTIVES OF THE STUDY

To study the impact of online marketing on the youth with reference to Reliance Trends.

SAMPLE PLAN

- 1) Sample Unit; Respondents in Bhubaneswar city
- 2) Sample Size: 250
- 4) Sampling Techniques-Non-Probability
- 5) Sampling Instrument-Structured Questionnaire

III. ANALYSIS AND INTERPRETATION OF DATA

Gender of respondents:

Sl. No.	Gender of respondents	No. of respondents	Percentage
1	Male	142	56.8
2	Female	108	43.2
	Total	250	100

Analysis:

It can be observed from the above table that about 56.8%(142) of the total respondents are male and 43.2% (108) are female.

The age group of respondents:

Sl. No.	The age group of respondents	No. of respondents	Percentage
1	15-20	81	32.4
2	20-25	120	48
3	25-30	31	12.4
4	30-35	18	7.2
	Total	250	100

Analysis:

The information presented in the above table shows that 32.4% (81) of respondents belong to the age group of 15-20 years, 48% (120) of them are from 20-25 years, 12.4%(31) are from 25-30 years and 7.2% (18) are from 30-35years.

Education of respondents:

Sl. No.	Education of respondents	No. of respondents	Percentage
1	+2	34	13.6
2	UG	92	36.8
3	PG	75	30
4	Others	49	19.6
	Total	250	100

Analysis:

It can be observed from the above table that about 13.6% (34) of the respondent's education is +2, 36.8%(92) of them areUG, about 30%(75) are PG, about 19.6% (49) are having other qualification.

Occupation of respondents:

Sl. No.	Occupation of respondents	No. of respondents	Percentage
1	Student	140	56
2	Businessman	35	14
3	Professional	40	16
4	Corporate Employees	35	14
	Total	250	100

Analysis:

It can be observed from the above table that 56% (140) of the total respondents are students, 14% (35) of them are businessmen, 16% (40) are professionals and 14%(35) are corporate employees.

A. Table showing Monthly Income of Respondents:

Sl. No	Monthly income of respondents	No. of respondents	Percentage
1	10,000 - 20,000	12	7.1
2	20,000 - 30,000	58	34.1
3	30,000 – 40,000	58	34.1
4	More than 40,000	42	24.7
	Total	170	100

Analysis:

The above table shows the 7.1% (12)of the respondents have their income level between 10,000 – 20,000, 34.1% (58) having income between 20,000-30,000, 34.1 % (58) of them having income between 30,000-40,000, and about 24.7% (42)of the respondents have 40,000 and above income level.

Do you thinkhaving an impressive website is important to attract customers.

Sl. No.	Particulars	No. of respondents	Percentage
1	Yes	230	92
2	No	20	8
	Total	250	100

Analysis:

The above table shows that most of the respondents are 92% (230) agree that having an impressive website is more important for attracting customers and 8% (20) respondents disagree with the same.

Advertisement in other media is more effective than the advertisement on, social media

Sl. No.	Particulars	No. of respondents	Percentage
1	Yes	59	23.6
2	No	191	76.4
	Total	250	100

Analysis:

From the above table, it is clear that 23.6% (59) respondents agree that Advertisement through other media is more effective than ads in online media and 76.4% (191) respondents disagree with the same.

How do you make your purchase decision?

Sl. No	Particulars	No. of respondents	Percentage
1	Watching Ads	182	72.8
2	Reference	28	11.2
3	Based on needs	40	16
	Total	250	100

Analysis:

The above table shows that 72.8% (182) of respondents make their purchase decision by watching ads, 11.2% (28) of respondents decide through reference, 16% (40) make their when needs arise.

Which Media of advertisement do you prefer?

Sl. No.	Particulars	No. of respondents	Percentage
1	Online	142	56.8
2	SMS	48	19.2
3	Newspapers / Magazines	40	16
4	Others	20	8
	Total	250	100

Analysis:

From the above table showing the 56.8% (142) of the respondents prefer onlinemedia advertisement, 19.2%(48) prefer SMS, 16% (40) prefer Newspaper / Magazines, 8% (20) prefer others.

What do you need in a website while browsing in online?

Sl. No.	Particulars	No. of respondents	Percentage
1	Attractive design	71	28.4
2	More information	99	39.6

3	Discounts, coupons, offers	80	32
	Total	250	100

Analysis:

From the above table, it shows that 28.4% (71) of the respondents want to have attractive design in a website, 39.6% (99) of the total respondents prefer more information about the product and 32% (80) of respondents wanted discounts, coupons, offers related information in a website.

What is your opinion regarding the Promotional activities of Reliance Trends?

Sl. No.	Particulars	No. of respondents	Percentage
1	Very Good	75	30
2	Good	60	24
3	Average	55	22
4	Poor	35	14
5	Very poor	25	10
	Total	250	100

Analysis:

The above table shows the 30% (75) respondent agree that the promotion activity of Reliance Trends is very good, 24% (60) respondent agree as good, 22% (55) agree as average, 14% (35) agree as poor and 10% (25) respondents opinion about promotions of Reliance Trends is very poor.

Have you ever visited Reliance Trends website for Purchasing Online:

Sl. No.	Particulars	No. of respondents	Percentage
1	Yes	225	90
2	No	25	10
	Total	250	100

Analysis:

From the above table, it is clear that 90% (225) respondents have visited and 10% (25) have not visited Reliance Trends website for purchasing Online.

Do you feel Technology has changed the Buying Pattern?

Sl. No.	Particulars	No. of respondents	Percentage
1	Yes	228	91.2
2	No	22	8.8

	Total	250	100
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Analysis:

From the above table, it is clear that 91.2% (228) of respondents agree and feel that technology changes buying behavior patterns and 8.8% (22) of respondents disagree with the same.

If Yes, Do you think the online marketing efforts of Reliance Trends are more effective in reaching the Customers?

Sl. No.	Particulars	No. of respondents	Percentage
1	Strongly Agree	80	32
2	Agree	65	26
3	Neither Agree Nor Disagree	55	22
4	Disagree	35	14
5	Strongly Disagree	15	6
	Total	250	100

Analysis:

The above table shows that 32% (80) respondent strongly agree that the online marketing efforts of Reliance Trends are more effective in reaching the Customers, 26% (65) respondents agree, 22% (55) respondent neither agree nor disagree, and 14% (35) respondent disagree for the same whereas 6% (15) strongly disagree.

IV. CONCLUSION

The target of the examination was to clarify why, when, and how online media has affected on the consumer decision making process. The information examination of the exploration has both demonstrated that, buyer is the primary hero in this entire issue since they pay money. As numerous respondents are consistent in one viewpoint that is the congruity of line of correspondence between C to C and C to B. At long last, the fundamental point of the whole examination is the manner by which consumer decision making process is dictated by the progressions in the online media. As per the discoveries, online media can be considered as a solid instrument to trigger a deal as a result of the attention to individuals with respect to discounts, promotion and other rational information.

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