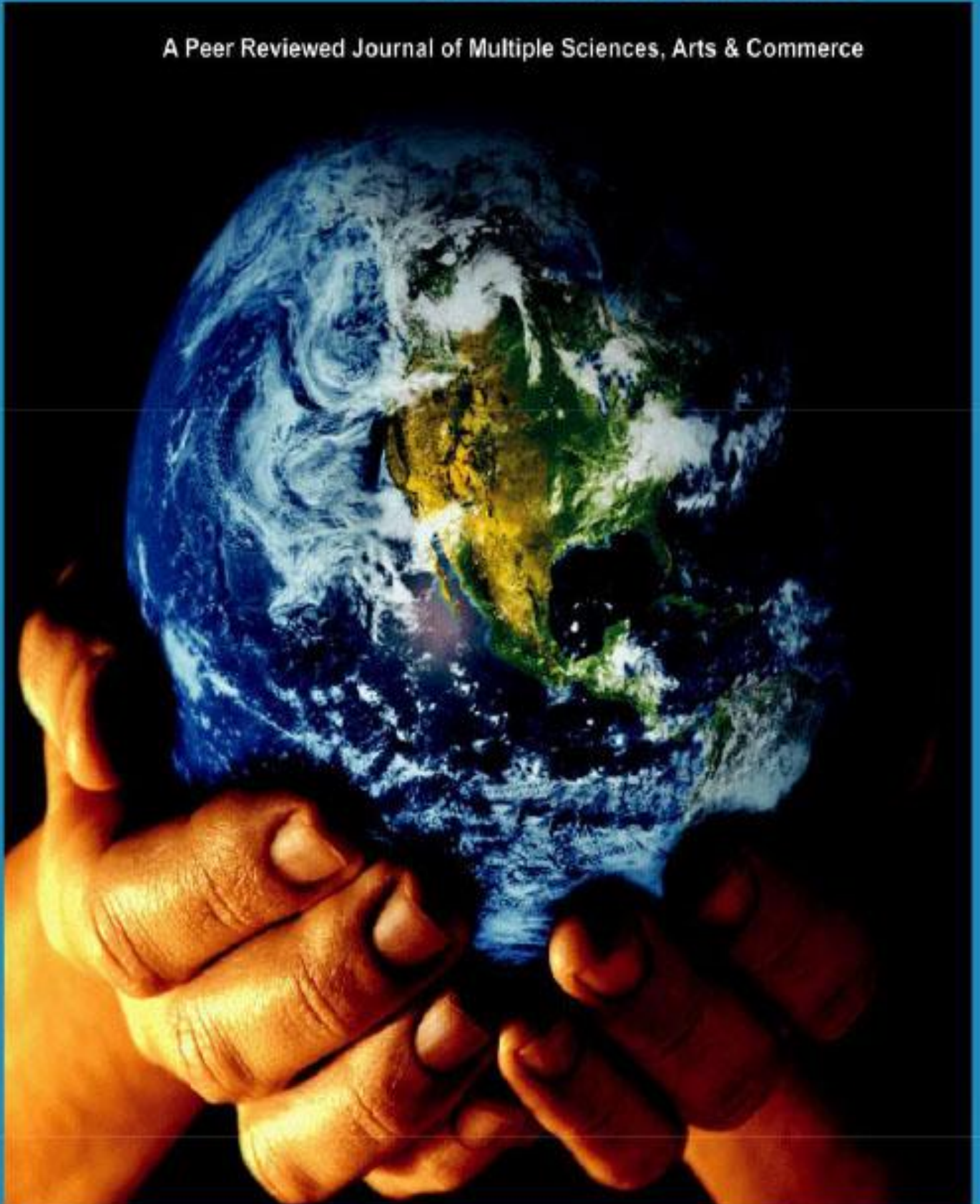


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From the Desk of Chief Editor...

*It is a matter of proud privilege for me to place before the Indian academia the 8th volume of **Research Fronts (2018)**, one of the most regular journals in our country. Over the years, scholars from various universities have been highly appreciative of our attempt, to not only regularly publish and but also improve the quality of a research journal, being brought out from a mufassil college in a backward region. Contextually, it needs emphasis that I have succeeded in my endeavors, to a large extent, because of my **alma mater, The Jawaharlal Nehru University, New Delhi**. Despite shockwaves created by vested interests, the university is internationally recognized for scientific vision, academic freedom, interdisciplinary research and high quality of knowledge production. The **peer group** formed during my formative years in **CSRD/SSS/JNU**, are now noted academicians in various universities of our country. Whenever I requested for quality research papers for our journal, they never disappointed me. However, this 8th volume was hurriedly planned and executed, hardly within three months. Consequently, I could get response only from my JNU fraternity as well as from Indore University.*

*I, therefore, take an opportunity to highlight some of the salient features of the papers including areal coverage of the contributing universities as well as the disciplines. **One**, this volume contains **10 articles** from multiple disciplines of **Geography, Economics and Business Administration**. **Two**, the very first article, **Richard Hartshorne: A Biographical Sketch and Academic Pathways** is an outstanding piece of work, from the stature of a world class geographer that may encourage others to follow. Article on **Cultural Studies** will acquaint the readers with the emergence of a new discipline in the western world. Space and place may be considered as the **raison d'être** of geography. In this context, paper on **Space Imagination** interrogates the philosophy in a very simple language. Similarly, paper on **Social Justice through Quota in India**, conceptually rooted in the philosophies of social welfare provides some newer insights about it. Similarly, **all other papers** rooted in local/regional issues are also immersed in scientific rigour, employing appropriate methodologies and have their own great value.*

Three, it is a national level publication in terms of its geographical coverage of articles received from *North India* (3), *East India* (2), *West India* (2) and *Central India* (3). *Four*, the institutions involved are *Jamia Millia Islamia*, New Delhi, *ITS Engineering College*, Greater Noida, *The Maharaja Sayajirao University of Baroda*, Vadodara, *Shivaji University*, Kolhapur, *Devi Ahilya Viswavidyalaya*, Indore, *Calcutta University*, Kolkata, and *Ravenshaw University*, Cuttack. The overall improvement in the quality of research production and geographical coverage of articles in this volume ostensibly reflect that the journal has come out of its stage of infancy, and can rightly claim its national status.

I am highly thankful to all the contributors who have sent their scholarly works for publication as well as promptly revising them according to reviewer's comments. I am extremely obliged to my friends, Shri Mumtaz Khan (New Delhi) and Prof. Gyan Prakash (Indore), for their kind help and consistent encouragement, over the years, for improving the quality of publication besides reviewing the papers and suggesting the required changes.

I am extremely thankful to our Principal Dr. R. N. Singh for his patronage, inspiration and encouragement in this noble effort. I highly appreciate the academic and moral support of my enthusiastic colleagues, Dr. Shailendra Singh and Dr. Sanjay Thiske, the editor and associate editor respectively. I extend my special thanks to Dr. Pramod Kumar Mahish and Shri Raju Khunttey, both assistant editors, for extending their technical know-how in setting, formatting and converting the word files into pdf ones, so that we may be saved from the blunders of unprofessional printers of this small town. However, as Chief Editor of the Journal, for any lacunae, the sole responsibility lies in me. Moreover, suggestions for improvement in the quality of the journal would be highly appreciated.

Krishna Nandan Prasad

An Empirical Analysis of Digital Marketing and Consumer Behaviour

Sonalika Beohar* and Gyan Prakash**

Abstract:

Digital marketing is the contemporary aspect of the marketing. With the higher rate of tech savvy consumers, marketers much device race winning strategies to attract more customers and for that they need to study the consumer behaviour of both male and female. Hence, marketers need to catch the quintessence of the digital market for better planning. This paper discusses various advertising tools available and their popularity and also the best possible way to profile a market portfolio. This paper is answerable to many question like which is the best type of marketing, what is the best time to air a campaign, which tools is the cost effective and most popular among the digital world. The sample of 100 consumers and 100 digital marketers were randomly selected through two different surveys for better understanding and affirmativeness of the results.

Introduction

Digital marketing is the contemporary aspect of the marketing. Marketing via digital means is a type of marketing being used widely to promote products or services and greater customer connectivity with the company or the seller for better and strong relationship. Connectivity for a digital platform not necessarily requires internet to perform, in fact digital marketing exists offline too; (channels like SMS and MMS). And there are many platforms which are now considered as the best channel for marketing such as social media marketing, display advertising, search engine marketing and many more.

Digital marketing is a broad term that refers to various promotional techniques used to reach the final and ultimate consumer with the help of digital marketing. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium and addition to which mobile and traditional TV and radio are also being used. Nikon photo portal facilitates it's consumers to share their digital photos with friends online. Readers digest uses email newsletters to keep in touch with customers and hence tries to strengthen customer brand loyalty.

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ORRA jewellers, sends greetings and special offers on the occasions to its customers via SMS and E-mails.

To improve re-subscription rate for example Film fare Magazines uses internet ads and text messages to reach out its customers. Through digital marketing the customer need not to rely completely and wholly on the brands, they can use their social media, friends, mates for the opinion and reviews as an honest review. One of the major examples of digital marketing is 'Travel industry'. It has seen a sea change over the past few years and has completely change the scenario of booking tickets from traditional line picking to modernised digital channel. Customers of online shopping are delighted with satisfactorily delivery and return policy which they feared earlier of purchasing faulty item and insecure payment gateways. Online retailers are now pushing a larger number of categories such as electronics and white goods. Increasingly bring brands are coming closer to consumers' everyday life which is done by Indian marketers. Many researches says that technology plays an essential role in enhancing the quality of services provided by the companies and firms. A dominant marketing force has been shown with invention and acceptance of technology. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games are taking them closer to the customers. The primary advantages of social media marketing is reducing costs and enhancing the reach. The cost of a social media platform is typically lower than other marketing platforms such as face-to-face sales or sales with a help of middlemen or distributors. In addition, social media marketing allows firms to reach customers that may not be accessible due to temporal and geographic limitations of existing distribution channels. Generally, main advantage of social media is that it can enable companies to increase reach and reduce costs. Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Online marketing environment raises the series of opportunity and growing challenges for the marketers.

History

Earlier in 1990's, digital marketing played a debut in the marketing field by marketers for customer relationship management with the help of very simple software known as e-CRM. Software was born after airing of internet. This software namely e-CRM was a very strong

tool in those days for the marketers which had enabled them to own a huge online customer data, which was used to study the effectiveness of the marketing through internet. Then there was very first clickable banners were created. In 2000's, that time the growing use of internet and the birth of I phones, made the users to search their needs online instead of consulting the salesperson. Marketing automation was introduced in 2007, which made marketers little relaxed. By 2010 to 2013 there was a study showed that digital marketing is still growing through face book, LinkedIn and other such social media websites, which marketer think about the scope of digital marketing. The behavioural change in the consumers made the technology improvement.

Digital Marketing Scenario in INDIA

The prodigious growth that digital marketing has shown up cannot be matched with other strategy. India has the 3rd largest internet using population in the world. People are not only aware about its use but are also employing it for various purposes, in fact it has become an involuntary part of their lives. Now, they rely on internet and digital platform for every single bit of their need and interestingly internet has developed this digital platform so big that it can have everything you wish it to be home from A to Z. This has given a great boom to the retailing sector in India both online and offline. Increasingly wealthy population of young buyers are spending more time on surfing internet, spending more money over the branded products and doing so are influencing shopping trends. Young females get a bigger range of products with complete details and shopping is their leisure activity too! Indians are powerful segment in the market that make purchases only for the goods and services what they actually want. The study will be useful for the marketers to devise the marketing strategies to capture the youth with more precise target and segments.

Theoretical and conceptual framework

Traditional Marketing vs. Digital Marketing

Traditional marketing is the most Common and recognizable form of marketing. Traditional marketing is non-digital way used to promote the product or services of business entity. On the other hand, digital marketing is the marketing of products or services using digital channels to reach consumers. Some comparisons are presented below:

Traditional	Digital
Broad Cast- Push outbound forms of Communication.	Interactive- Push and Pull approach- interactive engagement, focused approach to customers.
Message driven- by brand, features, benefits etc.	Consumer- driven: DM is in the terms of consumers' interest and preference.
Dictates - tells explain, elaborate, instruct.	Listening- two way communication- listen engages and shares.
Constrained- marketing content should fit in with program schedules, print schedules, geographic boundaries etc.	Unconstrained from schedules and geographic limitations.
Calendar and budget bound- fixed start – end points.	Open ended- launch, review, adjust and re-launch.
Power- Power and influence with traditional media is retained by the media owner and advertiser.	Power- In DM control and influence is with the customer.

(Source: Google image)

Various Elements of Digital Marketing

Online advertising: Through online advertising, company well controls its budget and it has full control on time. It is the very important part of digital marketing. It is also known as internet marketing, where the marketer or company can deliver the message about the product and services.

E-mail marketing: When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send advertisements, to build brand and customer loyalty, to build customer trust and to make brand awareness.

Social media: It is a tool or channel through which people can exchange their ideas, photos, information about a product or services of a company. Few examples such as face book, LinkedIn, twitter, Google+ and ETC.

Text messaging: few channels like SMS and MMS doesn't require internet. It is a way to send information about the products and services from cellular and smart phone devices. By using phone devices, company can send information in the form of text (SMS), pictures, video or audio (MMS).

Search Engine Optimization (SEO)& Search engine optimization (SEO) is the process of affecting the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search results.

Pay Per Click (PPC) Pay-per-click marketing is a way of using search engine advertising to generate clicks to your website rather than "earning" those clicks organically.

Advantages of digital marketing are as follows:

Enables instant purchase

Apparent Pricing

24/7 Shopping

Stay updated with products or services

Clear information about the products or services.

Easy comparison with others and etc.

II. Review of Literature

The following are the important review related to this study:

Dr Jyotsana Khandelwal (2017) has found thaty information which is needed by customers is just a click away on the internet. And therefore the marketers have started using this platform to provide information about their product and services to their customers more precisely for their ultimate objective of attracting customers and sales promotion. Digital marketing have various tools and popularity effectiveness of digital marketing among youth and students.

.Dr. S. Sivasankaran (2017) has examined in his study says that the buying behaviour of the consumer is changing at a faster rate and it differs when it comes to the product, price, feature, quality, packaging, status, age, generation etc. Youth is a complicated group to deal with due to their changing buying behaviour according to their rhythm of trends and taste preference. The marketers are continuously competing to search an innovative way to match this youth continuous changing preferences and to stay a step ahead of them. It also says that young generation is aware of the technology but they lack about its optimum utilization.

Nachiket C Sangvikar (2016) found that marketers are facing new challenges each day but also the many different kinds of opportunities in this digital age. Digital marketing is the utilization of electronic media by the marketers to promote the products or services into the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This paper focuses on the importance of digital marketing for both marketers and consumers.

Foux (2006) In their study it was found that social media is now perceived to be more trust worthy source of information regarding products and services than the traditional approaches.

Sathya, P. (2015) says that digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This editorial concentrates on the magnitude of digital promotion for both customers and marketers. Digital marketing has turn out to be crucial part of approach of 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.

Objectives:

The following are the objectives:

To study digital marketing and consumer online buying behavior of young males and females.

To identify factors influencing buying behavior of young males and females

The organization of paper is as follows:

Part 1 deals with introduction and basic concepts, review of literature has been given in part 2, research methodology is in part 3, empirics is given in but one chapter that is 4 and interpretation and analysis is given in part 5

III. Research Methodology:

The study has been conducted in northern Indore city. It is exploratory research. From selected area total 100 respondents were selected by the convenient sampling method. They were given a set of questions related to digital marketing for giving their opinions.

Total 100 digital marketers were also selected by convenient sampling method. Their opinions were recorded on the basis of Likert scaling method.

Statistical Tool:

To study consumer online buying behavior of young males and females, the following dummy variable regression model has been used.

$$: \quad Y_i = \beta_0 + \beta_1 * D_i + \mu_i$$

Where, Y_i = mean score of consumer buying behavior

D_i = is dummy variable

$D_i = 0$, is defined for customer buying behavior of young females

$$\beta_0 = \text{Mean value female}$$

$D_i = 1$, is defined for customer buying behavior of young male

$$\beta_0 \pm \beta_1 = \text{Mean value male}$$

+ Means: young males' customers buying behavior Mean score is higher than young females.

Means: the young females' customers buying behavior Mean score is higher than young males.

$$H_0: \beta_1 = 0$$

$$t = \frac{\hat{\beta}_1}{SE}$$

If 't' calculated value is greater than the relevant table values than $\hat{\beta}_1$ is statically

Significant and accordingly the difference may be considered as significant.

IV. Empirics

On the basis of reported facts by the respondents, analysis has been made. It has been endeavored to assess the buying behavior of young consumers.

Digital Marketing

Digital Marketing and Consumer Buying Behavior of Young Female and Male:

Convenience	Equation	t value
I am satisfied with the delivery by shopping online!	$0.49 + 0.02D_i$	0.42
I get all the detailed information while shopping online.	$0.99 - 0.109D_i$	1.81
Online shopping websites are the shops for 24*7.	$0.96 - 0.09D_i$	1.47
It is easy to choose and compare between two products online.	$0.57 - 0.001D_i$	0.025

Being of young generation, youth is in general are tech-savvy and constantly through a range of mobile devices such as smart phones and tablets. A powerful global digital marketing system- designed to deliver personalized interactive commercial messages which is an emerging important feature of this internet era known as ‘media and marketing ecosystem’ – called by marketers. Young consumers are increasingly facing a dizzying array of sophisticated pitches delivered to their doorstep. A young consumer takes count of every comfort they can achieve while shopping online and such an important aspects among all the feature of digital marketing is conveyance.

Q1: I am satisfied with the delivery by shopping online.

Female and Male both are satisfied with the delivery system by online shopping. They also think alike because the mean scores have been recorded are insignificant i.e. 0.42. Therefore, it may be concluded that they think alike and both are well satisfied with the online delivery system.

Q2: I get all the detailed information while shopping online.

Both male and female feels that they get detailed information about the site; product, and price, quality while shopping online and this can be interpretive with the statistical tool used here. Where the value of t is 1.81, which is insignificant as per the data taken in the conducted survey.

Q3: Online shopping websites are the shops for 24*7.

Females and males thinks alike about the websites available online are the shops where you can purchase anything at any moment of time in a day and also they feels that they don’t need time to fetch, go and search nor it is required to deal with congestion of traffic of a market place. They can simply find and purchase the suitable or required item with just few clicks. And this can proved with the result of mean scores showing unimportant value i.e. (1.47). Therefore it can be said that they are satisfied with one more factor of digital marketing.

Q4: It is easy to choose and compare between two products online.

Both young female and male respondents feel the same that they easily choose and compare the variety of products online for the ease of shopping and selecting out the best of all. The obtained results give a Mean score as an insignificant value (0.02542). Therefore, it may be concluded that they think alike.

Website Design

Websites/ Design Features	Expression	t value
Web designs/features are easy to use.	$0.95 - 0.099D_i$	1.68
Websites layouts are easy to understand and surf for shopping.	$0.32 + 0.06D_i$	1.06
I believe online shopping websites provides all necessary details about the product.	$0.93 - 0.09D_i$	1.7
Web designs are "user friendly" as it helps me in finding and suggesting products i may desire to purchase.	$0.63 - 0.01D_i$	0.22
While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order.	$0.66 - 0.02D_i$	0.31

As per an article, young generation is aware of the internet and various technologies to access it. Today, these young consumers are somewhat impatient about the time required for a site to load. Around 30% of them roughly patient for about a min to load and any millisecond beyond that increases your odds of losing a buyer or reader. Web designs are the first impression on the consumer. So sooner the site load advertisements, happier the young consumer is. In general, a consumer expects the site should align with soothing features like-simple, intuitive, clean and accessible, easy navigations.

Q1. Web designs/features are easy to use.

Female and male taken into the consideration are of young generation and are very well familiar with the technology and also to various innovative retailing ways by marketer. The mean scores recorded has shown an insignificant value i.e. (1.688) in the change of buying behavior of the two categories. Hence, it can be said that they find website designs easy to use.

Q2. Websites layouts are easy to understand and surf for shopping.

Here the value shows that the difference of scores is insignificant (1.06) which states that both female and male found websites layouts familiar and easy to use for conducting a purchase.

Q3. I believe online shopping websites provides all necessary details about the product.

The resulted opinions from the conducted survey found that the value of t is (1.7) which is again pointless and states that both male and female feels the same about online shopping i.e. ‘yes’, digital platform provides all the necessary information about the product they are demanding or wishes to purchase.

Q4: Web designs are "user friendly" as it helps me in finding and suggesting products i may desire to purchase.

As per the facts, youth is familiar with the modern technology and it is rational enough to judge what is and what’s not worth to purchase. In addition to this it can easily understand which websites would take a longer time and which is user friendly. It can also be concluded from the results that both young male and female are able to understand the nature of the website and they think alike because the value of t is 0.22 which is very small and means no difference.

Q5: While shopping online, I prefer to purchase from a website that provides safety and ease of navigation and order.

The value of t is (0.31),. it states that there is a insignificant difference between the behavior of male and female. Therefore, it can be concluded that they both consider safety and navigation ease while shopping online.

Time Saving

Time Saving	Expression	t value
Online shopping is "quick purchase" platform.	$0.64 - 0.01D_i$	0.33
Online shopping doesn't waste time	$0.42 + 0.04D_i$	1.14
I feel it is better and less time consuming than traditional way of shopping.	$0.55 + 0.006D_i$	0.138

Being of young generation, youth expects that there must be 100% benefit in shopping online as compare to traditional marketing. Therefore, an important aspect which clicks in mind at the first sight is time saving and accessibility to the platform.

Q1: Online shopping is "quick purchase" platform.

The term ‘quick purchase’ means it cover every aspect to make online shopping fast and expeditious. And both gender feels alike about the digital marketing that it is quick as per the results i.e. t (0.33) which is unimportant.

Q.2: Online shopping doesn't waste time.

This new generation thinks that online shopping doesn't waste time. Where they might be comparing the two approaches (i.e. online shopping v/s traditional retail shopping) on the basis of outer circumstances and also the ease and comfort in doing digital shopping. This can also be concluded with the obtained value of t i.e. 1.14 which seems to be negligible. Therefore, both male and female thinks that online shopping doesn't waste time.

Q3: I feel it is better and less time consuming than traditional way of shopping.

They feel and think alike about the digital shopping. This can also be concluded with the obtained value of t is 0.138 which is pointless to make a significant difference.

The power of digital marketing in terms of the perception it creates in the minds of consumers. Security is an ultimate part of the consumer concern as it exposes the consumer's pocket to the internet. Therefore, it is something what concerns the most to the consumer.

Security

Security	Expression	t value
Online shopping is safe and secure for money transactions in order to purchase.	$0.58 - 0.003D_i$	0.07
It maintains my privacy in terms of bank account and other green banking solutions.	$0.62 - 0.01D_i$	0.28
I feel online shopping is good, only when it is done from a trustworthy website.	$0.66 - 0.02D_i$	0.35
I believe trusted websites and payment gateways make shopping more enjoyable.	$0.45 + 0.027D_i$	0.422
I expect that i would always get fresh products and easy replacements in case with trusted refund policy too!	$0.73 - 0.04D_i$	0.77

Q1: Online shopping is safe and secure for money transactions in order to purchase.

Male and female both prefer the same feature in the website while purchasing online. And everyone is likely to be aware about the frauds so, they prefer sites which are approved by Indian govt. for secured money transactions. This can be inferred that there is no difference in

the opinion of the male or female specially when it comes to safe and secure sites for money transactions because the value of t is 0.07 which shows a pointless difference in the mean scores.

Q2: It maintains my privacy in terms of bank account and other green banking solutions.

The value of t is 0.28. Therefore, it can be inferred with the results that the young generation feels secured about the banking solutions provided by digital platform i.e. it provides privacy to the users.

Q3: I feel online shopping is good, only when it is done from a trustworthy website.

The value of t is 0.35 which means the difference between the mean scores is insignificant. Therefore, it can be concluded that both male and female thinks alike about the digital shopping platform is good only when the platform is trustworthy with proper and trusted gateways.

Q4: I believe trusted websites and payment gateways make shopping more enjoyable.

According to the facts, it can be said that everyone using digital shopping platform are rational and can understand the importance of the secured payment gateways. Therefore, they only opt the sites which are having safe and secured way and in addition to this they must have a trust relationship with website before they purchase. It can also be said that there is no difference between the choice of male and female because the value t is 0.422.

Q5: I expect that i would always get fresh products and easy replacements in case with trusted refund policy too!

One more factor which carries the expectations of the consumer from the online shopping websites is replacements and quick refund policy and also consumer expect to fresh product at the first sight. Both the gender agrees for the same and hence it can be said that their expectations are also alike as the value so obtained of t is 0.77 which makes no difference due to statistically insignificance between both Mean scores..

V. Findings and Policy Implication:

India has the 5th largest number of internet users. As a demographic shift eventually India has youth as its major percentage of population. Indian's spend more than 14 hours a week online, overlaps the television. Indian advertising industry is growing rapidly with help of an important medium i.e. digital marketing. Digital marketing is generally influenced mainly due to consumer buying behavior of youth including lifestyle, attracting the opposite sex,

background of the family, their employment, preference, buying capacity, influencing factors, culture preference, rational thinking, literacy and many other factors affecting the digital market growth, their offers and channels, tools preferences of the digital marketers. The study reveals about though youngsters have access to the internet and though they are tech savvy but they are lack of awareness and optimization of the “information ocean”. This study reveals that there is no such gender biasness in the consumer buying behavior towards technology i.e. there is a prior concern for security then stepping ahead for conveyance, refund, returns, web layouts etc. Digital marketing still have prospects to grow even after improving to such a great extent. There are more budding aspects which may turn in a treasure in near future for the digital marketing industry. India needs more talented marketers to lead a new revolution for incredible future India. Therefore, this study also tries to reveal current digital marketers’ preferences and thinking about today’s market. Studies shows that marketer takes digital platform as a good platform for outsourcing services, they also feel that consumers take less time to purchase and also they are impatient about a site to load ; which means young generation is a impulsive buyer who just takes minutes to check and purchase, not so saving concerned. The study reveals various practical facets about digital marketing.

Digital marketers needs to be smarter and must stay a step ahead of the race to bring an evolution. They must understand youth psychology minutely, before launching or promoting a brand, goods or services. They must observe statistical figures of the various surveys for being more precise and accurate decisions.

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