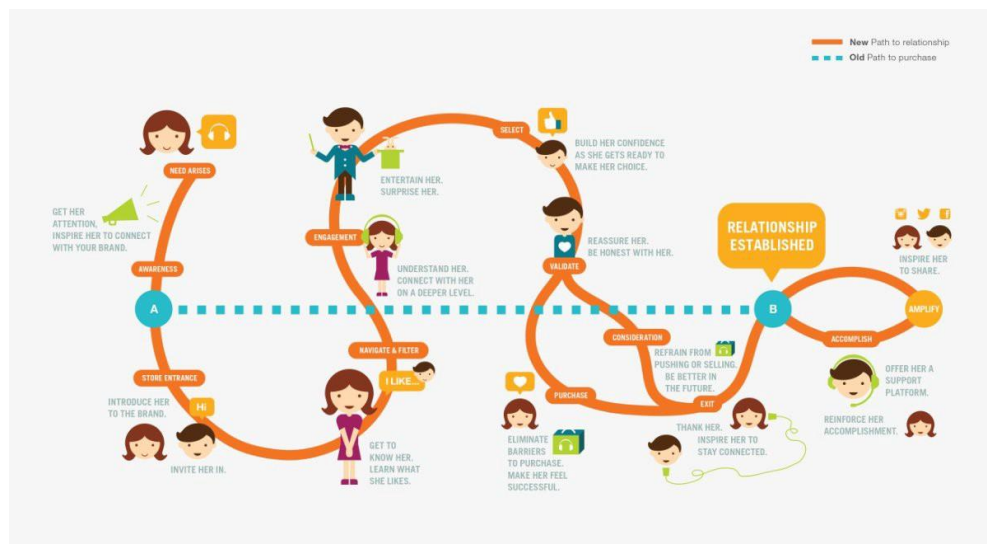


The Reach Report On

HOW DOES EXISTENCE OF A BUSINESS ON DIGITAL PLATFORM AFFECT THE CONSUMER BUYING PREFERENCES



UNDER THE SUPERVISION OF
 MS. NUPUR MISHRA
 (Asst Professor ,SFE, GU)

SUMMITTED BY
 ABHISHEK RAJ
 BCOMM HONORS

ACKNOWLEDGEMENT

I would like to extend my gratitude and thanks firstly to MR. Rachit Kankani (Owner, Director) of Digital Marketing India for providing me with such great opportunity where I could get the best experience and serve my best for the organization. His guidance and field work was great helping aid, midst of busy schedules, month closing pressure and heavy work he always dedicated some time in grooming me and helping me to get better each day.

I would also like to thank DR. SALIM (DEAN, SFC Dept.) for his extended and throughout support as a mentor and guide. The success of this project lies solely on his efforts and guide.

I would also like to thank my peer and other sales personnel for providing a learning environment along with healthy work culture.

Finally, I am thankful to all the people who willingly responded to the questionnaire and their contribution has been invaluable. This project would not have been completed without their participation.

At last a special thanks to each individual may it be friend, family or other faculty members who have helped me in this project.

ABHISHEK RAJ

BATCH (2019-2020)

ADMISSION NO:

17GSFC101065

CERTIFICATE

This is to certify that ABHISHEK RAJ a student of B.com (Honors)
in
Banking & Finance of School of Finance & Commerce under the
guidance
Galgotias University has worked under my supervision and
for his project work and prepared a project Report On —
“How does existence of a business on digital platforms affect the
Consumer buying preferences. at DIGIMARK INDIA, NOIDA.

Place: NOIDA

Date -

Supervised by:

Asst Professor Ms. Nupur Misra

Signature:

STUDENT DECLARATION

I, ABHISHEK RAJ Student of BCOM hereby declare that the project titled “How Does Existence Of A Business On Digital Platform Affect The Consumer Buying Preferences.” submitted by me of the academic year 2017-20, is based on actual work carried out by me under the guidance and supervision of MR. RACHIT KANKANI Marketing Head,

Digimark India and PROF. ABHIJIT DEY.

I further state that this work is original and not submitted anywhere else for any examination.

Place:

Enrollment No: 1708101005

signature:

Name - Abhishek Raj

Admission no : 17GSFC101065

TABLE OF CONTENTS

Executive Summary	8
Chapter 1 – Introduction	9
Introduction to Digital Marketing	10
Components of Digital Marketing	11
Scope of Digital Marketing in India	13
CHAPTER 2:	16
Digimark India	16
DIGIMARK INDIA	17
The Value Journey Theory of DigiMark India.....	21
Chapter 3: The Project	27
Introduction	29
Consumer Buying Behavior	30
Factors Influencing Consumer Behaviour	37
Application of behaviour theories	41
Chapter 4: Research	44
RESEARCH METHODOLOGY.....	45
Hypothesis.....	48
Discussion	59

Key Findings	63
Hypothesis Testing.....	63
Limitations of the research	64
Suggestions	64
Conclusion	65

EXECUTIVE SUMMARY

The environment in which a business operates is very dynamic, the marketing practices and realities that very true before are no longer prevalent today. This change in global market has opened new paradigms in communication media which is the digital media. This pristine media has created a revolution when it comes to the marketing practices used by the business houses. Digital Marketing has changed the face of communication and ways of reaching out to the customers. In view of this, the research focuses on to study that how does existence of businesses on click platforms devoid of the fact of having large physical outlets do have any impact on consumer preferences.

The project focus is to check the viability in operations of the firm DIGIMARK India which primarily operates as a digital marketing firm. In my internship I have seen that with change in the lifestyle of millennial the shortage of disposable time is a major problem and the demand for best quality service or experience biggest need, thus third screen (mobile phones) act as a vital aid in making choices. The research clearly brings out the fact that the modern day consumers before physically visiting a new place, looks or search for the same over web and this leads to either a positive or negative perception. In order to create a positive perception Google 360 degree view provides the best specs about the place and creates a positive impact. The prima- dime of the internship focused on the listing stores and business outlets on Google Maps and publishing the 360 Degree complete view of the physical store on the web, which is available for public access. This ensured in promotion of businesses and gave consumers a real-time complete view of the physical outlets.

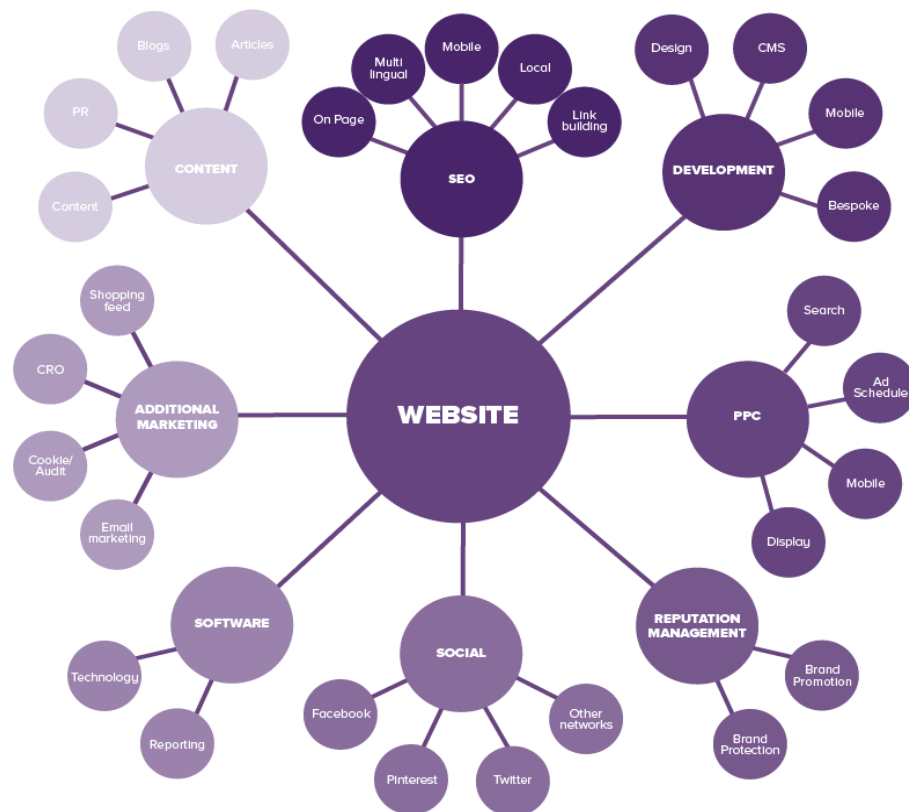
Total respondents participated in research were 109 (47 males & 62 females). Both qualitative and quantitative techniques have been employed in the research.

CHAPTER 1 – INTRODUCTION

INTRODUCTION TO DIGITAL MARKETING

Digital Marketing is all about communicating through the digital platforms. With rapid growth in time spent by users on the digital platforms or in front of the third screens has contributed in creating a new channel of communication between businesses and consumer which is the digital media platforms like Social Networking Sites, Online Shopping Stores or Utility Applications.

A formal definition to digital marketing as defined by Kotler and Armstrong – -Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera. [1]



COMPONENTS OF DIGITAL MARKETING

Components of digital marketing includes the various factors in which digital marketing is used. These components include:-

Search Engine Optimisation (SEO) :- Search Engine Optimisation is unique tool and a key player when it comes to digital marketing. It facilitates directing the searches of individual to the particular relevant website of the business. It based upon the keywords that the user searches for , basically it provides priority enlisting of websites based on the keywords searched by the user. For Example:- A user searches for best coffee shops in Noida, then the search engine will provide the user with various coffee houses, but if a particular coffee house wants itself to shown on the top of the list it has to undergo the SEO process. This feature becomes vital as people generally look on the links provided to them on top or at the beginning. It help firms to gain competitive edge and grab more flying customers.

Pay Per Click Advertising (PPC) :- Pay-per-click (PPC) advertising is an excellent strategy for maintaining a presence in search results while you establish organic rankings with SEO. If one is looking forward to boost their ranking, PPC can start bringing in quick leads as soon as the advertisement goes live. It focuses on specific target group and show advertisements to consumers based on their search algorithms, it only charge when someone open the advertisement and thus it saves unnecessary costs of vague promotions. In addition, PPC offers advanced targeting options that allow one to hone in their target markets. With PPC, firms can target people based on demographics, location, and even the type of device they use. These targeting options, coupled with the budget-friendliness of PPC, make PPC a valuable component of successful digital marketing.

Web Designing :- Web Designing deals with the creation of web page of the enterprise and publishing it over internet with Unique Resource Locator (URL). The website is the collection of webpages that includes various information about the specific firm. These website contain multimedia messages which appeal to the consumer the most. Web Designing comes into play as it enables the fast processing

of the webpages, enable mobile view option and flexibility to upload and download as many content user wants to.

Content Marketing :- Content Marketing refers to as —a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services.^[3] Quality content is an important aspect when it comes to increasing the ratings of the firm as it Quality content allows firms to target keywords related to their business and address searchers' questions, which in turn helps firms to achieve higher rankings.

Social Media Marketing :- The major time spent on mobile phones contribute towards the social networking sites may it be Instagram, Facebook or Whatsapp therefore best ways to communicate consumers is through these platforms therefore social media marketing is an essential in present times. It involves content creation and updation, query responses and catching and updation to the fad.

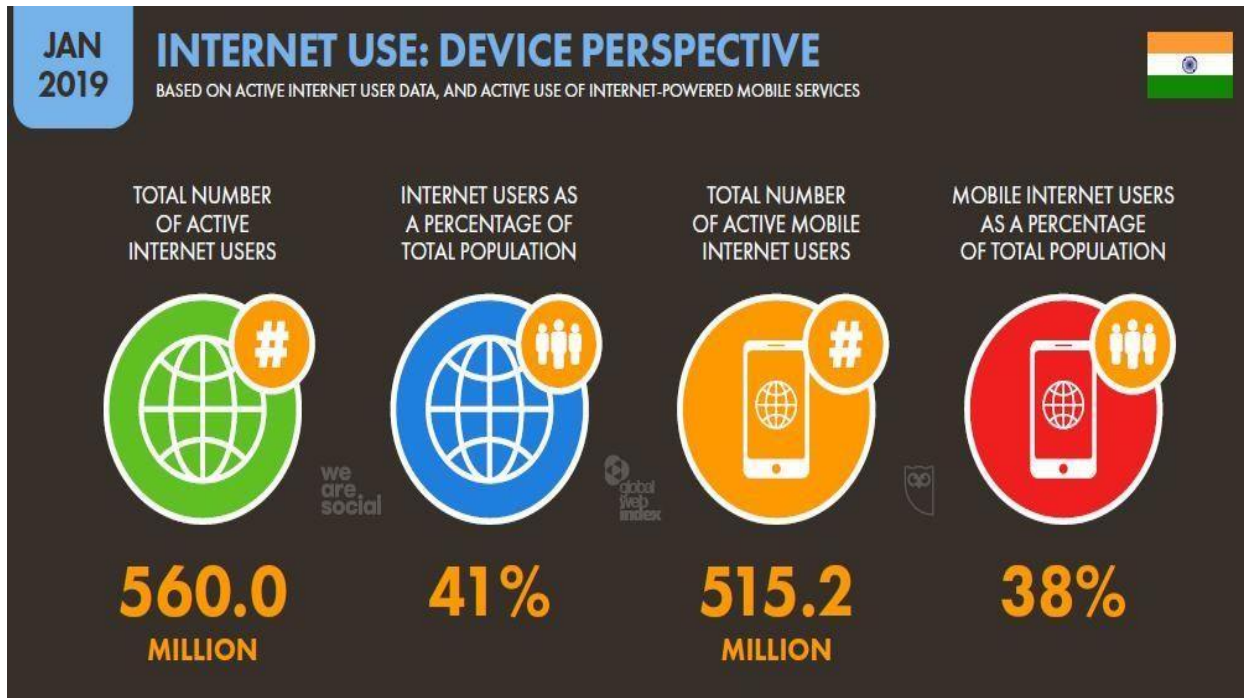
Email Marketing :- Email is something that every and each individual checks it on a regular basis and is serious form of communication. Thus in order to inform consumers about new offers or opening bulk emailing is considered at first. People also subscribe to certain blogs or emails for daily updates which shows that they are intrested in the product offering thus customised products can be targeted to these consumers.

Bulk SMS :- Bulk SMS is an effective way to reach out to the large audience by means of text message. This is a very cost-savvy and efficient way to communicate but it limited only to the text content.

These are the major components of digital marketing which are key players in present marketing world.

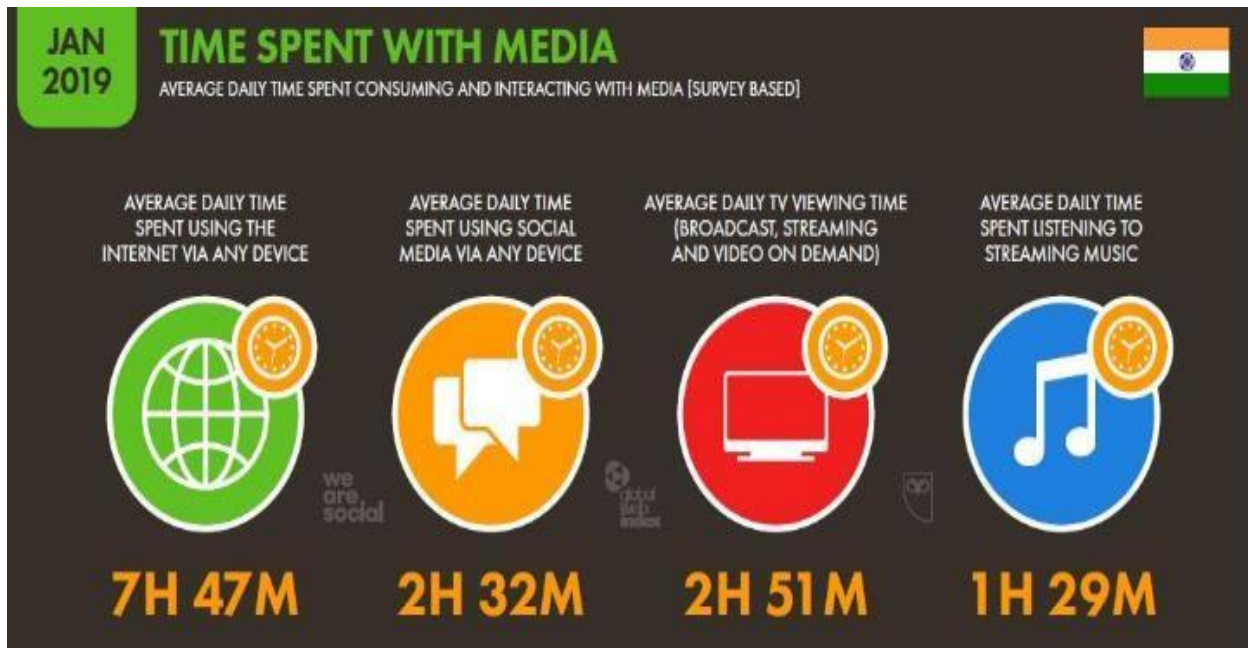
SCOPE OF DIGITAL MARKETING IN INDIA

India is the second most populous country in the world with largest young population in world. This clearly implies vitality of dependence of millennial on the web. Therefore as a marketer digital marketing as immense scope in India. To support the same we can look the aforementioned stats.



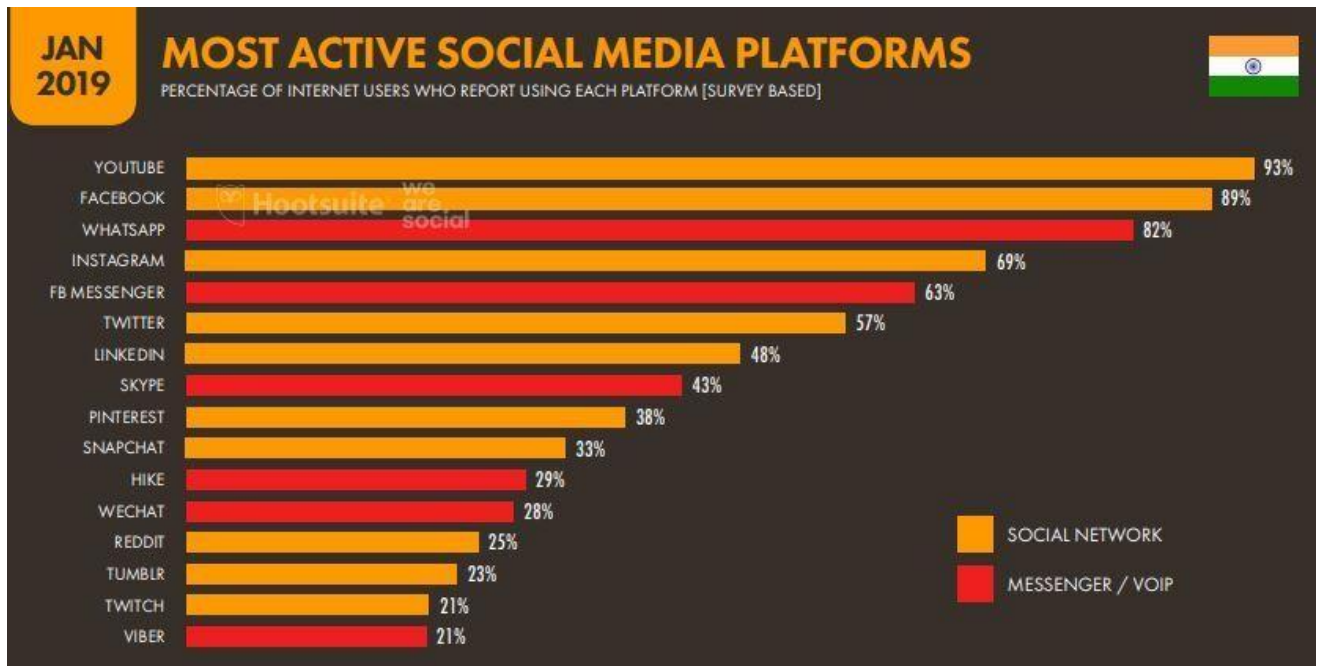
[4]

The above stats show that 506 million people are active internet users in India as of January 2019 which is the 38% of the total population. This shows that more than one third of the country is spending time on web and thus it's the best platform to reach these audiences. Spending in India has grown by **15.5% since 2016 to Rs. 5846 crores** with digital marketing; this shows that how vital digital marketing is in the Indian subcontinent.



[5]

The above stats depict the average time spent by Indians on different media which affirms the fact that digital marketing is future of the marketing communication channel. On an average an Indian spend about 8 Hours on Internet via any device which is about one third of the day time.



[6]

The above stats represent the percentage breakup of internet users on different social media platforms. By this we clearly pick the web platform for digital marketing in India.

From the above discussions it's evident that in India digital marketing is the new reality and has vast scope. Therefore digital marketing firms providing all such facilities are also in great demand and have a very good scope in the market as advertising has been the most viable venture since its inception.

CHAPTER 2:

DIGIMARK INDIA

DIGIMARK INDIA

About

DigiMark India develops innovative and creative products and services that provide total communication and information solutions, web design and development of ERPs, CRMs, e-commerce solutions, business-to-business applications, business-to-client applications. Satisfied clients by quality of our work. We also Create 360 virtual tours for restaurants, hotels, showrooms, businesses, etc.⁶⁷

Digimark India started its operation independently from the month of November 2018, post this firm used to operate as a service provider to the allied firm IneClick Online. Seeing the changing needs of local market and immense scope in the digital marketing, Digimark India started its operation to serve this growing need. The major work that is undertaken is of listing and updating business houses on Google maps so that it becomes available for query response. The

360 Degree View updating is one of the USP's of the firm. Digimark India has been revolutionizing the image updation with best in class real time feel of the physical outlet of the store. The 360 Degree image is the panoramic view of the whole store and gives viewer the feel of actually visiting the store.

Digimark India finds itself as sole runner in the local market when it comes to quality of work and varsity of work dealt in. Based on the similar services offered companies like Ineclick Online Pvt Ltd, Business View India C/O 18,

Mission

- Educating the clients and digital service providers and bridging the gap between them.
- Making the Digital Marketing Industry easy and reliable with best quality.
- Providing effective and efficient solutions to the clients.

Vision

- Make digital marketing service accessible in every small town.
- Sharing and providing opportunities for growth of digital marketing industry.

Service Offered

1. 360 Degree Virtual Tour-

A virtual tour is a simulation of an existing location, usually composed of a sequence of Video's or still images And the program enables users to preview 360 panoramas with its In-built viewer. 360 Virtual Tour is an actual –armchair traveling process. You can visit the world's most famous cities, museums, landmarks and etc. that feel almost real while being at home.

Hotels, airlines, and travel agencies are already experimenting with marketing strategies That capitalizes on our natural curiosities. There are several VR travel apps available that Show consumers what they might get out of their trip before they even book the flight.

By giving people a taste, or an opportunity to dip their toe in the water, these companies can reel in and convert potential travelers into bookings. Companies like Lufthansa, Qantas, JetBlue, British Airways, Marriott and Four Seasons, have already jumped the bandwagon. It wouldn't be shocking to see the 360 degree format being adopted by TripAdvisor in the ear future.

Not only are you able to travel to various destinations virtually, but you can also add stories of your own experiences in different places around the world. It can range from anything between a review of a good experience, a memorable moment, or a historical event. You can then create your own customized tours and share it with friends. It's great way to share your stories, connect with people and get truly immersive when experiencing destinations worldwide. Imagine walking into the location (a restaurant, a store or any

other space) for the first time. You have a look around. You take a step closer to the objects you see. You pass through the rooms. Now imagine doing all that on

Virtual tours benefit all types of businesses that need to grow their company's knowledge, build trust, improve their results online and achieve their goals offline. With a 360° tour, you can show your interior and assortment and even transmit the atmosphere of your space. A virtual tour increases online bookings for hotels and restaurants and helps real estate. Most importantly, 360° tours work both for world-famous companies and small businesses. You may think BMW motorcycles don't need any extra advertising, but a virtual tour can motivate a customer to finally come and buy it.

2. Website

A website is a collection of web pages (documents that are accessed through the Internet), such as the one you're looking at now. A web page is what you see on the screen when you type in a web address, click on a link, or put a query in a search engine. A web page can contain any type of information, and can include text, color, graphics, animation and sound. When someone gives you their web address, it generally takes you to their website's home page, which should introduce you to what that site offers in terms of information or other services. From the home page, you can click on the links to reach other sections of the site. A website can consist of one page, or of tens of thousands of pages, depending on what the site owner is trying to accomplish.

Why Do People Visit Websites?

Generally, people look at websites for two primary reasons:

1. To find information they need. This could be anything from a student looking for pictures of frogs for a school project, to finding the latest stock quotes, to getting the address of the nearest Thai restaurant.
2. To complete a task. Visitors may want to buy the latest best-seller, download a software program, or participate in an online discussion about a favorite hobby.

The main thing to remember in creating a website is that you're not creating the website for you; you already know about the information or service you have to offer. You're creating the site for your visitors, so it should contain

the content they want, and be organized in a way that makes sense, even to an outsider.

3. Social Media

Social media marketing is the use of social media platforms and websites to promote a

product or service. Social media marketing is becoming more popular for both practitioners and researchers.

Most social media platforms have built-in data analytics tools, which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing, including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of a marketing campaign, governance, setting the scope (e.g. more active or passive use) and the establishment of a firm's desired social media "culture" and -tonell.

When using social media marketing, firms can allow customers and Internet users to post user-generated content (e.g., online comments, product reviews, etc.)

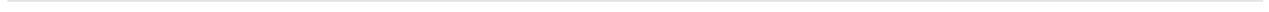
4. Bulk SMS

Bulk SMS is something that has been used widely in today's era. It is the cheapest way to communicate a message to a mass audience. Different group of numbers is offered based on the demo graphs, income level and age and as per the need of the company a particular message is blast in the market. Bulk SMS is limited just to text with a limited character thus makes it difficult to create enough persuasion to induce sales but still is the best method to inform the consumers.

Areas of Operation

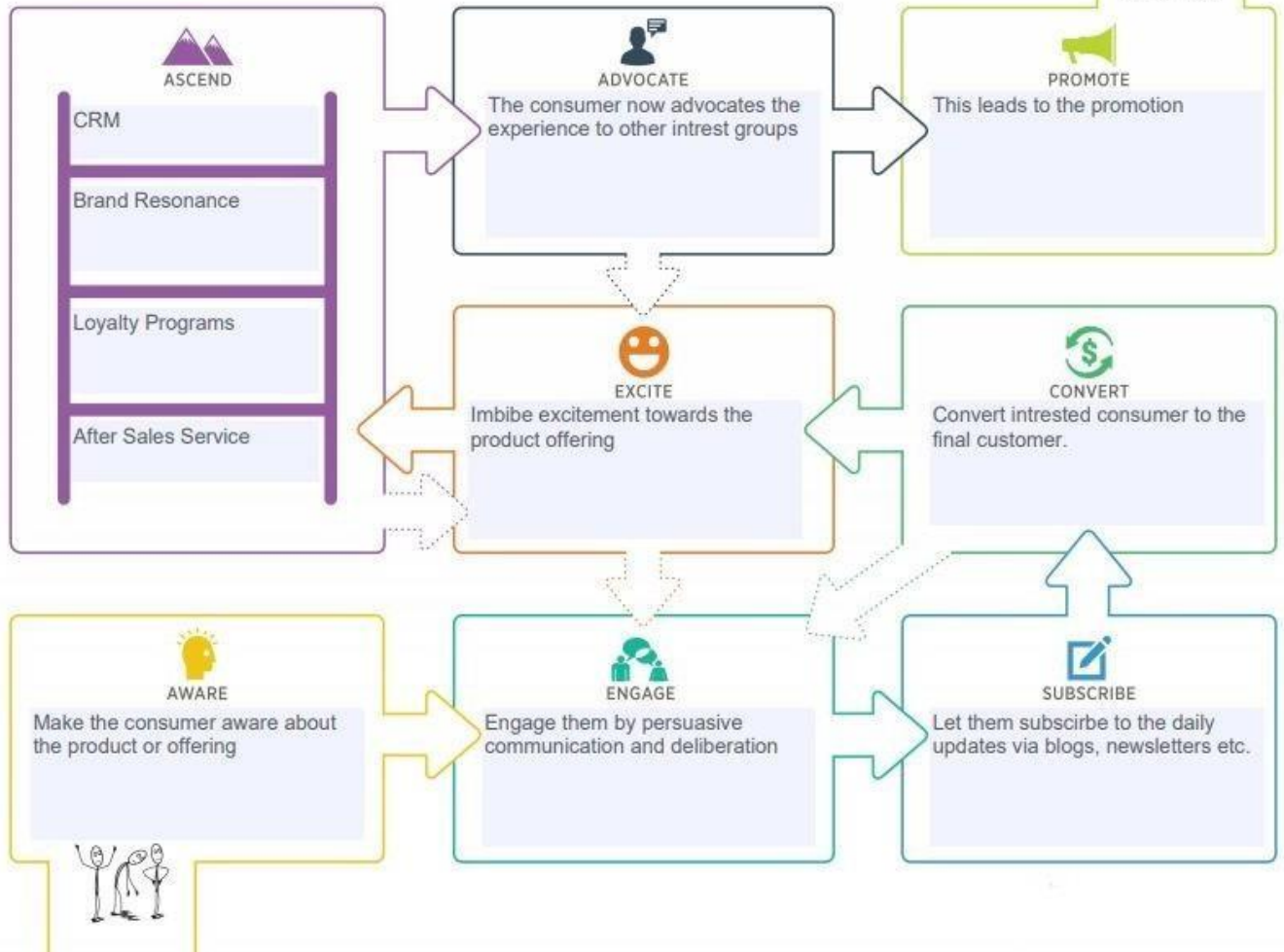
- Noida
- Jamshedpur
- Bokaro
- Dhanbad
- Daltonganj

- Kolkata



THE VALUE JOURNEY THEORY OF DIGIMARK INDIA

VALUE JOURNEY WORKSHEET



Step 1: Awareness:

Before someone can actually buy he/she should realize that the organization exists. This spreading of awareness constitutes the first step. This step is pretty self-explanatory: It's where the person becomes aware of the firm. After all, nobody is born knowing who Apple or Amazon is. At some point they have to become aware of these companies if they are to become a customer. Digital Marketing disciplines that create awareness are:-

- Digital Advertising
- Search Marketing
- Content Marketing
- Social Media Marketing
- Community Management
- Copywriting

Step 2: Engagement

Once the prospect customers are aware of the product- they know who we are, what the product is, the next step is to build trust for the product, convert their knowing to liking of the product which can be done by keep them intact, engaging them with the product. Engagement is where a firm start conversing with their prospects. A firm engages them through some form of content that provides entertainment, information, or both.

Engagement is something that must continue throughout the Customer Journey. It's not something that is done once and never again. For this engagement digital marketing helps in a great quantum. An engagement can be done through constant soft promotions on social networking, customized posts for different festive, birthday wishes and other local or national events. Digital Marketing Disciplines that create engagement are:-

- Content Marketing

- Social Media Marketing
 - Email Marketing
 - Community Management
-

Step 3: Subscribe

At this point, the prospect knows who the firm is and has engaged with it in some way or another. However, if we failed to get that person's contact information, odds are high you'll never hear from them again. Because people today are inundated with marketing and content, creating a scarcity of attention. Just because someone reads one of our blog posts today does not mean they'll remember to revisit our site in the future. Instead, we need to get that person to progress to Step 3 in the Value Journey, which is to subscribe. Here, the person gives their contact information and, in doing so, grants the permission to contact them again in the future. Most often, this transaction is an exchange, sometimes referred to as an -ethical bribe. A firm promotes a valuable offer, but instead of asking for money, we ask for the prospect's contact information. And when they give it to us, not only do we give them access to the content, product, or service you promised, we also add them to the subscriber list.

Digital Marketing Disciplines that Generate subscribers are:-

- Content Marketing
- Email Marketing
- Digital Advertising
- Community Management
- Conversion Rate Optimization
- Copywriting

Step 4: Convert

If the subscribers you gain in Step 3 of the journey remain engaged, some of them

will be ready to increase their level of commitment. They like the information you share and have begun to trust you, so they're ready to invest in one of two ways: either with time or money. This is a key t

success in this stage is to employ what we call –entry-point offers.¶ These offers are designed to give the new prospect tremendous value without forcing them to put too much –skin in the game.¶ At this stage, to ask for a significant investment in a complex product or service would be asking too much, too soon. You’re still in the early stages of relationship. In fact, it’s too early even to concern yourself with profitability. That’s right: in this stage of the Customer Journey, you might lose money on the prospects you acquire as buyers. The most valuable businesses in the world all understand that the costliest marketing activity your business undertakes is customer acquisition.

Examples of Marketing That Generates Conversions⁹

There are two types of entry-point offers: those that require a commitment of time, and those that require a commitment of money. Here are some examples:

- The VP of Operations at a large company purchases a high-dollar management consultant’s book for \$8 on the consultant’s website.
- A man takes advantage of a \$20 teeth whitening service at his local dentist.

Notice the price point of each of these offers: from \$8 to \$20.

Your goal here is not to make a huge profit. It’s to get customers, to shift the relationship between you and your subscribers. Because, as you’ll see, once someone is a customer, it’s much more likely that person will purchase higher-ticket, more complex products and services and do it more frequently. Remember, one of the costliest (in time, money, resources) marketing activities your business will undertake is the acquisition of customers. The good news is that once you’ve acquired them, you don’t need to pay to acquire them again.

Digital Marketing Disciplines That Generate Conversions are as follows:

- Digital Advertising

Content Marketing

- Copywriting
- Email Marketing
- Search Marketing

Step 5: Excite

At this point customer has had transaction with us. A small transaction, but at least some. Now our job to make sure the transaction is a good one that the excitement of the purchase develops into good will and trust. The reason for this is simple: if the person doesn't get value from this transaction, they won't move on to the next stage and purchase more expensive things from you. So, how do you make sure your customers have a good experience?

- First, we assume that whatever the prospect purchased or gave up valuable time for is outstanding. Great marketing will only increase the speed at which your business fails if you don't have outstanding products and services.
- Second, the prospect must get value from their last transaction with you. The Excite stage of the Customer Value Journey is something you must return to again and again. And every time, it should create excitement.

That being the case, whenever a customer or prospect does what you ask them to do (attend this webinar, buy this product, hire me for this service), you should engineer your marketing to maximize the chances they'll get tangible value from the experience.

Digital Marketing Disciplines That Create Excitement is:

- Email Marketing
- Content Marketing
- Copywriting

Step 7: Advocate

You now have a happy customer who has made several profitable purchases from you. The next stage in the Value Journey is to create marketing that encourages your most loyal customers to advocate for your business. An advocate is someone who speaks positively about your brand.

An advocate is what you might call a -passive promoter.¶ They won't necessarily promote your business in an active way, but when asked about you, they will respond favorably.

Digital Marketing Disciplines That Generate Advocates

Getting advocates is important because it helps generate awareness, trust, and credibility with a wider audience—which helps you to get more customers and grow your business.

To get more advocates in your company, the marketing efforts you need to work on include:

- Social Media Marketing
- Email marketing
- Search Marketing

PROJECT

CHAPTER 3: THE

Object s 3ive of the Study

The main objective of the study is to find how relevant is digital marketing tools in the present market. The market is changing with the advent of continuous evolving technology and with this ways to reach to the target consumer has also changed, therefore in order to understand what tools of marketing are most relevant today and how much today's consumer depend on internet/web while making their choices about a product, place or service before buying them.

Some of the key-highlights include:-

- To study how relevant web details are regarding a particular product, place or service.
- To study present day dependence of consumer on web searches while making buying choices.
- To understand how online marketing tools is affecting consumers.
- To study relevance and validity of Google Maps review, rating and images in giving an impression about the product, place or service.
- To study importance of Google 360 Degree view in providing the best specs.

INTRODUCTION

The world around us has changed entirely and is still changing with every passing second. The world comprises of people and as their living and lifestyle is changing so does the modes and methods of interaction and communication. When we talk of modes of communication in today's era the print media has gone absolute and the new gen relies upon the Digital Media. The digital media and the advent of internet have revolutionized the way human interacts. Internet the omnipresent web of information around us has made communication possible in real time, gone are those days when a message used to take days or even months to reach out to another person. With this change in the interaction patten the ways in which a business/company interacts with its consumer has also entirely changed. From putting large hoardings and printing interactive messages on pamphlets and newspaper the firms today are moving towards web publishing, web site designing, Search engine optimization, bulk sms etc. The millennial population today spends their most of the times in front of second and third screen and this shift requires change in marketing tools also.

Personalization is something that today's market demands for, quick access is what present world needs and both end communication is what the future is. In order to respond to this change Digital Marketing is what is required.

With this we need to understand how much people are using their third screen for looking a place and also making their choice based on the information presented.

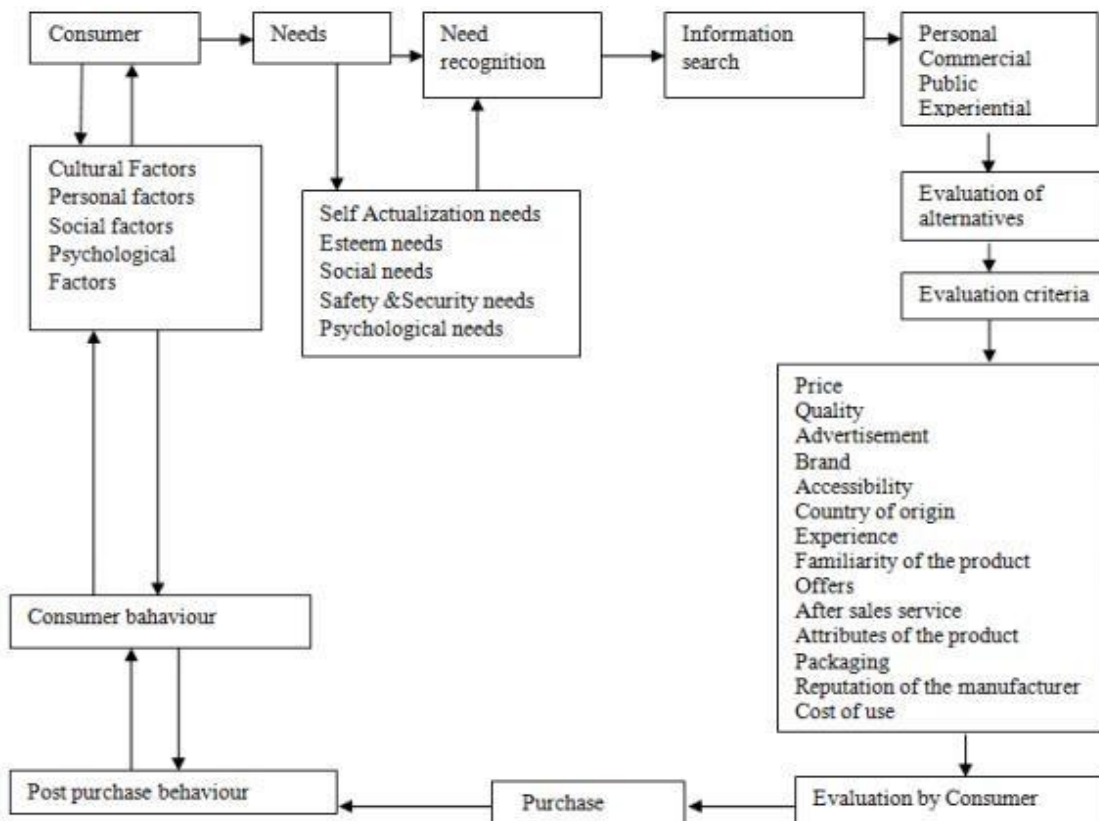
For this we need to understand the consumer buying behavior and then understand the significance of digital media on the behavior.

CONSUMER BUYING BEHAVIOR

Consumer buyer 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 combine to make up the consumer market. This consumer market is what has been studied in this project.

The end consumer behavior is highly contagious and contingent, it's very tough to determine what goes inside the head of consumer and what on earth can affect the buying behavior. Certain theories have tried to understand this very behavior of consumer and formulate certain theories and models.

A Conceptual Model for Consumer Buying Decision Process & Consumer Behavior.



This model explains consumers buying decision process and consumer behavior. The first step is to identify an unsatisfied need .After that information can be searched from different sources like personal, commercial, public and experiential sources. After completing the search process consumer will get a lot of alternative choices and from that he will select the best one. Consumer evaluate the available choices be using certain evaluation criteria. They are price, quality, advertisement, brand etc. After evaluation the actual purchase will take pace. At last the important stage is post purchase decision i.e. if the consumer is satisfied with the product he will continue purchasing it otherwise he will shift to another product. Consumer buying decision process is a continuous process.

Models of Consumer Buying Behavior

I. Traditional models¹¹

- ***Economic model:*** The economic model of consumer behavior focuses on the idea that a consumer's buying pattern is based on the idea of getting the most benefits while minimizing costs. Thus, one can predict consumer behavior based on economic indicators such as the consumer's purchasing power and the price of competitive products. For instance, a consumer will buy a similar product that is being offered at a lower price to maximize the benefits; an increase in a consumer's purchasing power will allow him to increase the quantity of the products he is purchasing.
- ***Learning model:*** This model is based on the idea that consumer behavior is governed by the need to satisfy basic and learned needs. Basic needs include food, clothing and shelter, while learned needs include fear and guilt. Thus, a consumer will have a tendency to buy things that will satisfy their needs and provide satisfaction. A hungry customer may pass up on buying a nice piece of jewelry to buy some food, but will later go back to purchase the jewelry once her hunger is satisfied.
- ***Psychoanalytic model:*** The psychoanalytical model takes into consideration the fact that consumer behavior is influenced by both the conscious and the

subconscious mind. The three levels of consciousness discussed by Sigmund Freud (id, ego and superego) all work to influence one's buying decisions and behaviors. A hidden symbol in a

company's name or logo may have an effect on a person's subconscious mind and may influence him to buy that product instead of a similar product from another company.

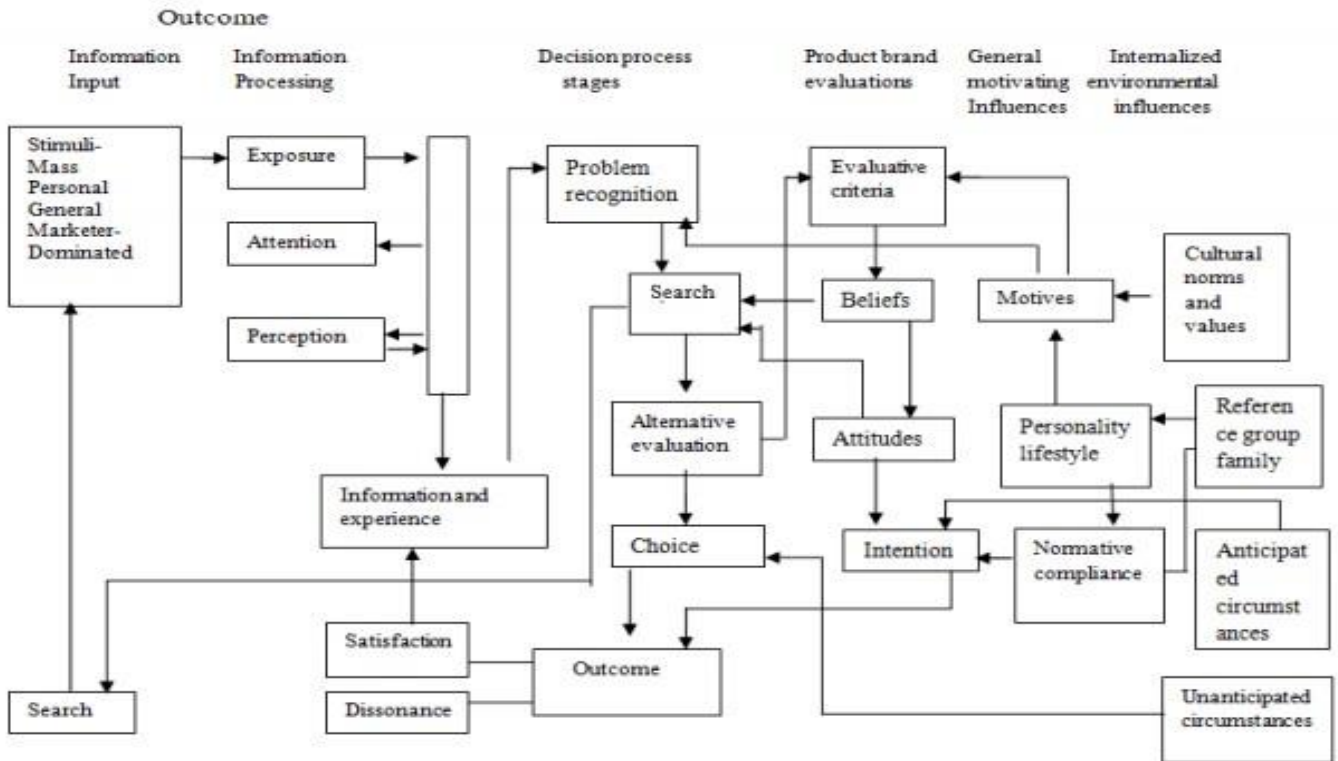
- ***Sociological model:*** The sociological model primarily considers the idea that a consumer's buying pattern is based on his role and influence in the society. A consumer's behavior may also be influenced by the people she associates with and the culture that her society exhibits. For instance, a manager and an employee may have different buying behaviors given their respective roles in the company they work for, but if they live in the same community or attend the same church, they may buy products from the same company or brand.

II. Contemporary Models:

a. Engel-Kollat-Blackwell(EKB) Model :

The Engel-Kollat-Blackwell model is essentially a conscious problem solving and learning model of consumer behaviour. This model has a good description of active information seeking and evaluation processes of consumer. This model shows components of decision making and the relationship and interaction among them. .In their model of consumer behaviour, they view consumer behavior as a decision process and identify five activities occurring in this decision process over a period of time. They are

- Problem recognition/Need recognition
- Information search
- Evaluation of alternatives
- Choice



12

- a) **Problem recognition:** the consumer will recognize a difference between his or her actual state and what the ideal state should be. This may occur on account of external stimuli.
- b) **Information search:** Initially the information available with the consumer may be consistent to other beliefs and attitudes held by him or her. While being involved in an information seeking or search stage, the consumer will try to gather more information from various sources. The individual gets exposure of the stimuli which may catch his or her attention, be received and stored or retained in memory. This method of information is selective in nature and the consumer will accept the information, which is conclusive to what is perceived by them.
- c) **Alternative evaluation:** Now the individual will evaluate the alternate brands. The methods used for evaluating the various products will depend on the consumer's underlying goals, motives and personality. The consumer also has certain

predetermined beliefs about the various brands in terms of the characteristics associated with the different brands.

d) **Choice:** the consumer's choice will depend on his or her intention and attitude. The choice will depend on normative compliance and anticipated circumstances. Normative compliance relates to the extent to which the consumer is influenced by other people like friends, family members etc.

e) **Outcome:** The outcome may either be positive or negative. Apart from these 5 steps the model also includes a number of other related variables grouped into five categories.

- a. Information input
- b. Information processing
- c. Product-brand evaluation
- d. General motivating influences
- e. Internalized environmental influences

2. Stimulus Response Model of Consumer Behavior:



- a. **Stimuli:** The stimuli include the 4P's of marketing and other factors like economical, technological, political and cultural.
- b. **Buyers Black Box:** This includes Buyers Characteristics and Buyers decision process.
- c. **Buyers Response:** The product choice, brand choice, dealer choice, purchase timing, purchase amount are the responses that a buyer make.

The above model tries to explain that how step by step different activities take place before final buyer response is made. Stimuli that is the external environment makes a buyer aware and leads him/her to make a choice, the buyers black box is where buyer decision process and his characteristics take place and all of it results into the buyer response. When we talk about the digital marketing it affects both the facets the stimuli as well as buyers decision process.

Marketing and other stimuli enter the buyer's -black box and produce certain choice/purchase responses. Marketers must figure out what is inside of

the buyer's -black box and how stimuli are changed to responses. Marketing stimuli consist of the four Ps:

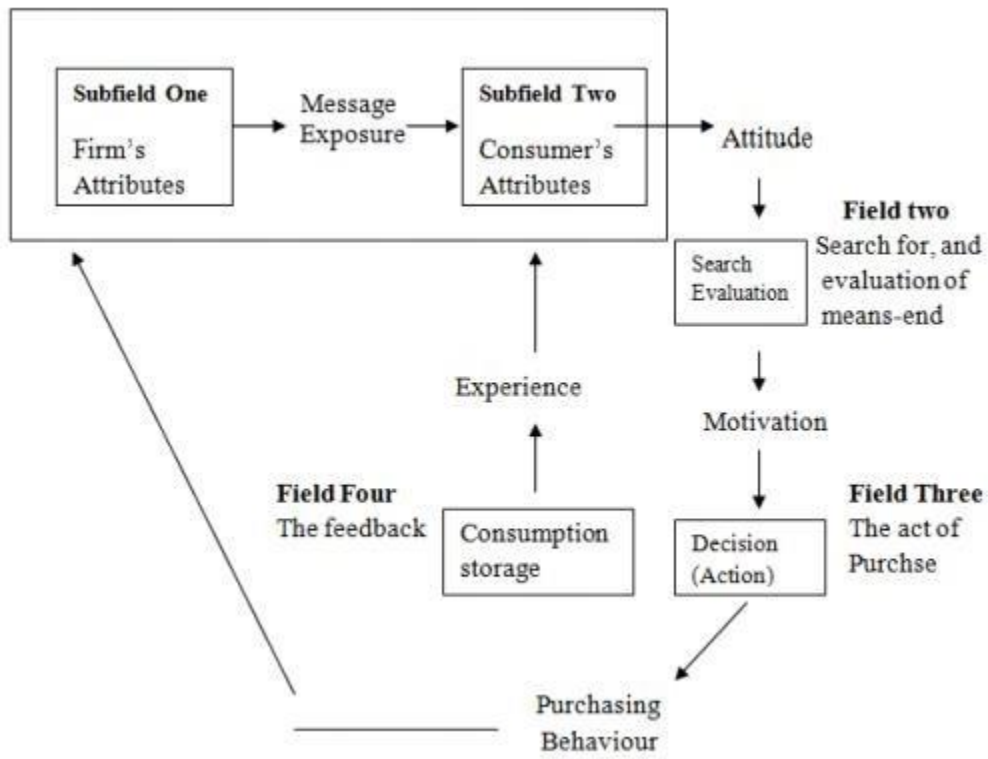
product, price, place, and promotion. Other stimuli include major forces and events in the buyer's environment: economic, technological, political, and cultural. All these inputs enter the buyer's black box, where they are turned into a set of observable buyer responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount. The marketer wants to understand how the stimuli are changed into responses inside the consumer's black box, which has two parts. First, the buyer's characteristics influence how he or she perceives and reacts to the stimuli. Second, the buyer's decision process itself affects the buyer's behaviour.¹³

- **Nicosia model:**

This model was developed in 1966, by Francesco Nicosia, an expert in consumer motivation and behavior. The Nicosia model tries to explain buyer behavior by establishing a link between the organization and its (prospective) consumer. The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a search for the product or an evaluation of the product attributes by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur.

The Nicosia model groups the above activity explanation into four basic areas—fields one has two sub areas—the consumers attribute and firms attributes. Depending on the way, the message is received by the consumer, a certain attribute may develop. This newly developed attribute becomes the input for area two. The second area or area two is related to the search and evaluation, undertaken by the consumer, of the advertised product and also to verify if other alternatives are available. In case the above step results in a motivation to buy the product /service, it becomes the input for third area. The third area explains how the consumer actually buys the product. And area four is related to the uses of the purchased items. This fourth area can also be used as an

output to receive feedback on sales results to the firm.¹⁴



FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumer purchases are influenced strongly by cultural, social, personal and psychological characteristics.

I. Cultural factors:

- a. Culture:** Culture is the set of basic values, perceptions, wants and behavior's learned by a member of society from family and other important institutions. Basically, culture is the part of every society and is the important cause of individual wants and behavior. The influence of culture on buying behavior varies from country to country therefore marketers have to be very careful in analyzing the culture of different groups, regions or even countries.
- b. Subculture:** Each culture contains different subcultures such as religions, nationalities, geographic regions, racial groups etc. Marketers can use these groups by segmenting the market into various small portions. Marketers can design products according to the needs of a particular geographic group.
- c. Social class:** Social class refers to the hierarchical arrangement of the society into various divisions, each of which signifies social status or standing. Social class is an important determinant of consumer behavior as it affects consumption patterns, lifestyle, media patterns, activities and interests of consumers.

II. Social factors: Social factors also impact the buying behavior of consumers.

The important social factors are: reference groups, family, role and status.

- a. Reference Groups:** Persons reference group are those groups that have a direct or indirect influence on the person's attitudes or behavior. Individuals use these groups as reference points for learning attitudes, beliefs and behavior, and adapt these in their life. Family and close friends are considered to be primary reference groups in an individual's life due to their frequency of interaction with the individual and

primacy of these significant others in an individual's life. Schoolmates, neighborhood, colleagues, other acquaintances are a part of the secondary reference groups of an individual.

b. Family: Buyer behavior is strongly influenced by the member of a family. Therefore marketers are trying to find the roles and influence of the husband, wife and children. If the buying decision of a particular product is influenced by wife then the marketers will try to target the women in their advertisement. Here we should note that buying roles change with change in consumer lifestyles.

c. Roles and Status: Each person possesses different roles and status in the society depending upon the groups, clubs, family, organization etc. to which he belongs. The social role and status profoundly influences the consumer behavior and his purchasing decisions.

III. Personal Factors: Personal factors can also affect the consumer behavior. Some of the important personal factors that influence the buying behavior are: lifestyle, economic situation, occupation, age, personality and self-concept.

a. Age: Age and life-cycle have potential impact on the consumer buying behavior. Consumers change the purchase of goods and services with the passage of time. Family life-cycle consists of different stages such as childhood, bachelorhood, newly married couple, parenthood etc. which help marketers to develop appropriate products for each stage.

b. Occupation: The occupation of a person has significant impact on his buying behavior. For example a marketing manager of an organization will try to purchase business suits, whereas a low level worker in the same organization will purchase rugged work clothes.

c. Economic Situation: Consumer's economic situation has great influence on his buying behavior. If the income and savings of a customer is high then he will purchase more expensive products. On the other hand, a person with low income and savings will purchase inexpensive products.

d. Lifestyle: Lifestyle of customers is another import factor affecting the consumer buying behavior. Lifestyle refers to the way a person lives in a society and is expressed by the things in his/her surroundings. It is determined by customer interests, opinions, activities etc and shapes his

whole pattern of acting and interacting in the world.

e. Personality: Personality changes from person to person, time to time and place to place. Therefore it can greatly influence the buying behavior of customers. Actually, Personality is not what one wears; rather it is the totality of behavior of a man in different circumstances. It has different characteristics such as: dominance, aggressiveness, self-confidence etc. which can be useful to determine the consumer behavior for particular product or service.

IV. Psychological factors:

There are four important psychological factors affecting the consumer buying behavior. These are: perception, motivation, learning, beliefs and attitudes.

a. Motivation: The level of motivation also affects the buying behavior of customers. Every person has different needs such as physiological needs, biological needs, social needs etc. The nature of the needs is that, some of them are most pressing while others are least pressing. Therefore a need becomes a motive when it is more pressing to direct the person to seek satisfaction. Maslow's Theory of Motivation explains why people are driven by particular needs at particular times. Maslow arranged human needs in a hierarchy according to their importance. They are physiological needs, safety needs, social needs, esteem needs and self-actualization needs. A person tries to satisfy the most important need first. When that need is satisfied, it will stop being a motivator and the person will then try to satisfy the next important need.



16

b. Perception: Selecting, organizing and interpreting information in a way to produce a meaningful experience of the world is called perception. What an individual thinks about a particular product or service is his/her perception towards the same. Individuals with the same needs might not purchase similar products due to difference in perception. There are three different perceptual processes which are selective attention, selective distortion and selective retention. In case of selective attention, individuals pay attention to information that is of use to them or their immediate family members. Whereas, in case of selective distortion, consumers tend to perceive information in a way which would be in line to their existing thoughts and beliefs. Similarly, in case of selective retention, consumers remember information which would be useful to them, rest all they forget in due course of time.

c. Beliefs and Attitudes: Customer possesses specific beliefs and attitudes towards various products. Since such beliefs and attitudes make up brand image and affect consumer buying behavior, therefore, marketers are interested in them. Marketers can change the beliefs and attitudes of customers by launching special campaigns in this regard.

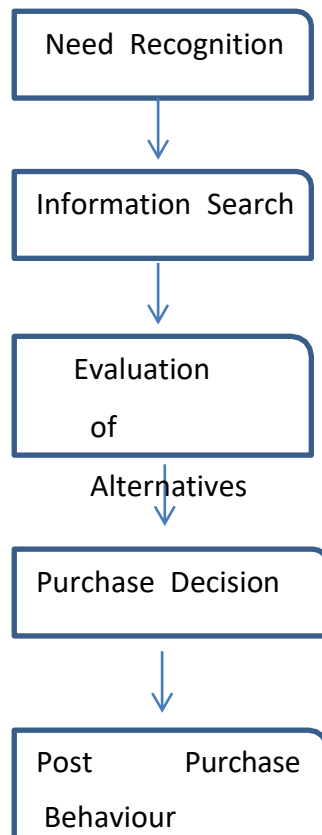
APPLICATION OF BEHAVIOUR THEORIES

In all the above behavioral theories and factor that affect the consumer behavior its prudent that the environment around has a very significant role. From the theories that suggest Stimuli to be the basic step in the consumer buying behaviour theories, we can understand that this Stimuli can be induced very easily and precisely with help of Digital Marketing.

Taking a real time example: As soon as winter approaches there is need for woollens and winter allied products now in order to aware consumers about a particular store or brand that could serve their this very need, a bulk sms or a web poster could be published very easily and within seconds. This is how digital marketing helps in increasing the awareness and inducing the stimuli.

To understand the implications of this we need to see the impact of digital marketing on the buying decision process:-

Process Stages include:



1. ***Need Recognition:*** Needs can be triggered by Internal Stimuli and External Stimuli. Internal Stimuli is when the normal needs becomes strong enough to drive sales behaviour. External Stimuli includes advertisements and peer groups. When we talk about the external stimuli the web world has revolutionized it completely. The advertisement today is AI driven and provides promotional messages in a very customized and regular manner. Today just once you search for good hotels in Delhi (an example) the very next moment you find advertisement regarding flights to Delhi, Tourist places to visit near Delhi and probably everything on earth that you may or may not need in Delhi. All this is possible just because of digital marketing, this shows how pervasive the advertising has become. When we talk about peer influence , today from shopping to dining everything is being posted online therefore these status and updates leads to need recognition.
2. ***Information Search:*** In the second step of purchase decision, once the need has been recognized the information search begins for this consumer exhibits heightened attention or activity search for information. Sources of Information include Personal, Commercial, Public and experimental and most important word of mouth. Today man's information has become infinite until a mighty cell phone device is in his hand. Once you realize that you need to stay in a hotel in Delhi, the very next thing you do is to look for hotels online, how primitive does it seems when we used go to travel agents or communicate to our friends/family residing there and then book a hotel. This change in Information Search opens door for the Digital Marketing.
3. ***Evaluation of Alternatives:*** Evaluation procedure depends on the consumer and the buying situation. Most buyers evaluate multiple attributes, each of which is weighted differently. At the end of the evaluation stage, purchase intentions are formed. Alternatives are searched upon on the basis of the information around, Once you

decide about that you need a hotel room in Delhi and you search it over web, there are plethora of options available and

Evaluation of alternatives can be done within seconds. There even exists dedicated platforms that does evaluate the alternatives web sites like Trivago, Flipkart and Junglee.

4. **Purchase Decision:** Two factors intercede between purchase intentions and the actual decision: Attitudes of others, Un-expected situational factors. Here it's all in the consumer mind web or anything physical thing available.
5. **Post Purchase Behaviour:** Satisfaction is important: Delighted consumers engage in positive word-of-mouth. Unhappy customers tell on average 11 other people. It costs more to attract a new customer than it does to retain an existing customer. The post purchase behaviour can be related today with the reviews and rating available, every positive or negative experience today is published online this very well show that if one has its good online presence can simply exploit the market.

Therefore it's all about net today in present era. The study too tries to understand how the existence of the firms on the digital platforms has what affect's on consumer buying preferences.

CHAPTER 4: RESEARCH

RESEARCH METHODOLOGY

The researcher had undertaken Empirical Research to collect data and further analyzed it to compile results and derive conclusions. The objectives were framed on the basis of available literature, previous studies and my internship experience at DIGIMARK India and the results stated herein have been studied along with the results that the researcher strived to ascertain.

RESEARCH DESIGN

Research designs are concerned with turning the research question into a testing project. The best design depends on your research questions. Every design has its positive and negative sides. The research design has been considered as a "blueprint" for research, dealing with at least four problems: what questions to study, what data are relevant, what data to collect, and how to analyze the results.

Casual Research: It is the testing of a hypothesis on the cause and effect within a given market. Casual Research explores the effect of one thing on another and more specifically, the effect of one variable on another. The research is used to measure what impact a specific change will have on existing norms and allows market researchers to predict hypothetical scenarios upon which a company can base its business plan. For example, if a clothing company currently sells blue denim jeans, casual research can measure the impact of the company changing the product design to the color white. Following the research, company bosses will be able to decide whether changing the color of the jeans to white would be profitable. To summaries, casual research is a way of seeing how actions now will affect a business in the future.

SAMPLE OF STUDY

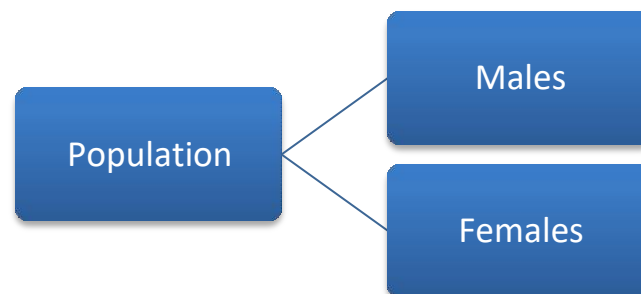
In terms of geographical location, the population of study is the population of Noida, Jharkhand. The targeted population was the young population of the city as because the young people are more techno-friendly and treat digital media as an alternative in

sharp contrast to the older people who do not treat digital media an alternative but merely an option not equally reliable. This choice aided the researcher in minimizing the scope pf error in data collection. The respondents belonged to urban area of the city Noida and had knowledge of internet and were

feasibly using the same. The respondents were randomly selected and their responses recorded via Google Form.

SAMPLING METHOD & SAMPLING DESIGN

The sampling method adopted shall be Stratified Random Sampling. The population of study being heterogeneous in nature as it is inclusive of males, females, of varying age therefore dividing the age group into those below and above 30. The nexus for the same is that the advent of internet has been since the last 1990s and the present generation in the age group of 25 and below have been exposed to internet since childhood due to which they see it as an –equally reliable alternative and not as a recently developed option; hence, the population was stratified into the following categories:-



The sample design was as follows: -

1. The sample size was 109 Respondents.
2. There were 62 males and 47 females in the population selected on a random basis.

MEASURING TOOL

The measuring tool resorted to was Interview Schedule. The interview was conducted on a basis of set pattern of questions from all the respondents and their responses were recorded therein. Subsequently, the collected responses were registered on a Google form for efficient analysis. The questions were 18 in number and were all MCQ types. Question 1 was the name of the respondent. Question 2 and 3 were subjective requiring mention of age and gender. Question numbers 4-16 and 18 were Multiple Choice Questions wherein for some only option could be selected and for more than one option could be selected. For most of the questions a scale was

and the response had to be filled in accordance with the experience of the respondent. Question number 17 was short answer type question to be filled by the respondents.

PROCEDURE

Subjects were approached through email via a request to fill Google Form in the link provided. The respondents were urged to take out time and fill the form in order to aid the researcher in successful completion of the research. 120 emails were sent of which 110 were delivered while 10 failed owing to non-functional/ invalid email address. Amongst the 110 delivered emails, 109 respondents filled the form while 1 respondent delayed the filling of form owing to her personal engagements. Her response could not be recorded owing to inordinate delay on her part and time boundation on part of the researcher. In the email the researcher introduced himself, informed the subjects about the purpose of data collection, a brief of the objectives and affirmed that this paper would not reveal their personal identity in any manner. The email had a declaration that the paper was solely for academic purpose and the responses collected therein were to be kept purely confidential and not used only for academic purpose viz., the present research. Further the respondents were supplied with the following instructions: -

1. The interview shall take a maximum of eight minutes.
2. The total number of questions shall be 18, and are mandatory to be answered on the basis of one's personal experience.
3. First 3 questions are personal details following which 13 questions are Multiple Choice Question types. 17th question is short answer type and the 18th question is scale based MCQ type.
4. There is no right or wrong answer. All answers have to experience-based.

Subsequently, they were to answer the questions and their responses were recorded therein. The subjects where thanked for their valuable responses and for spearing time from their schedule.

HYPOTHESIS

1. Availability of a store online positively affects the consumer behaviour.
2. People look for a new place online before actually visiting it.
3. Google 360 Degree view provide best specs about the product.
4. People rely on review and ratings before making their final decision.

DATA INTERPRETATION & DATA ANALYSIS

1. Composition of Sample

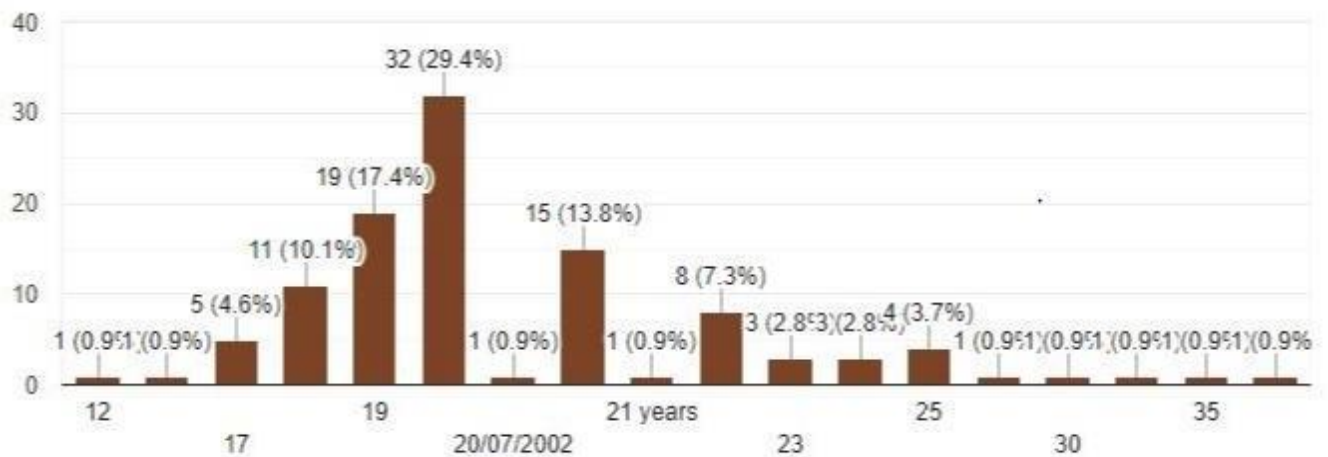
The composition of the sample of study will be analyzed under two heads – gender and age of respondents.

TABLE 1 : MALE FEMALE NUMBER & PERCENTAGE OF THE RESPONDENTS

S No.	Gender	Number	Percentage
01	Male	47	43.11%
02	Female	62	56.8%

- The number of males exceeded the number of females in the sample.
- The sample was randomly selected hence an uneven ratio of males and females was reported.

FIGURE 1: AGE DISTRIBUTION OF THE RESPONDENTS



- The age distribution of the population ranged from 12– 35 years.

- The young respondents seemed to be more inclined.

2. An Analysis of frequency of people to look up a new place online before actually visiting it.

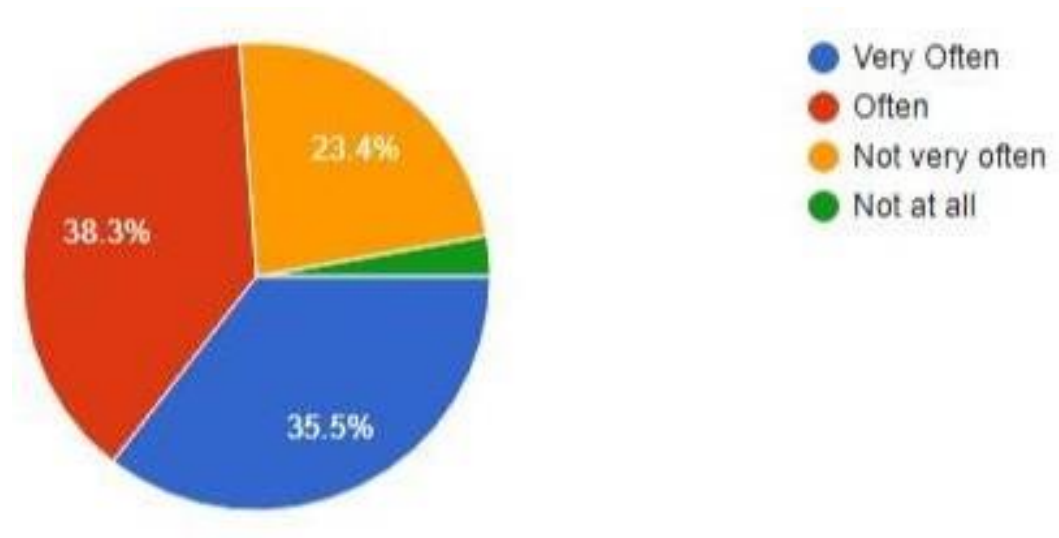


FIGURE 2: HOW OFTEN THE RESPONDENTS LOOKED UP A NEW PLACE ONLINE BEFORE ACTUALLY VISITING IT.

35.5% population stated that they *very often* looked up a new place online before actually visiting it while 38.3% stated that *often* but not very often they looked up online for a new place before visiting it physically. 23.4% population *did not often* look up online while 2.8 % population stated that they did not/ *not at all* looked up online before visiting a new place.

3. USE OF GOOGLE MAPS FOR LOCATING AND VIEWING A NEW PLACE

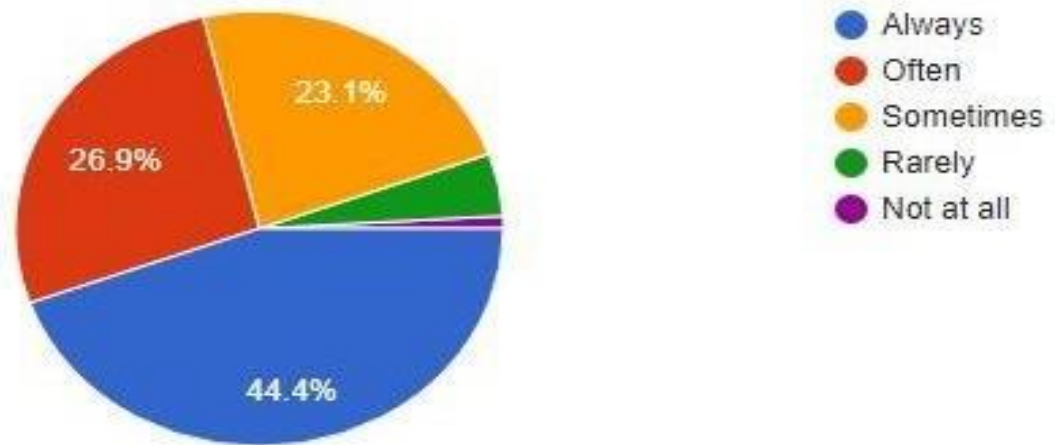


Figure 3: Use of Google Maps for locating and viewing a new place

44.4% population reported that they *always* used google maps for locating and viewing a new place. 26.9% population reported to have *often* used google maps for locating and viewing a new place while 23.1% population reported that they *sometimes* use google maps while the remaining% either rarely or never used google maps for the aforesaid purpose.

4. To study whether existence of a store online creates a positive impact on customers on the anvil of reliability/quality/ambience

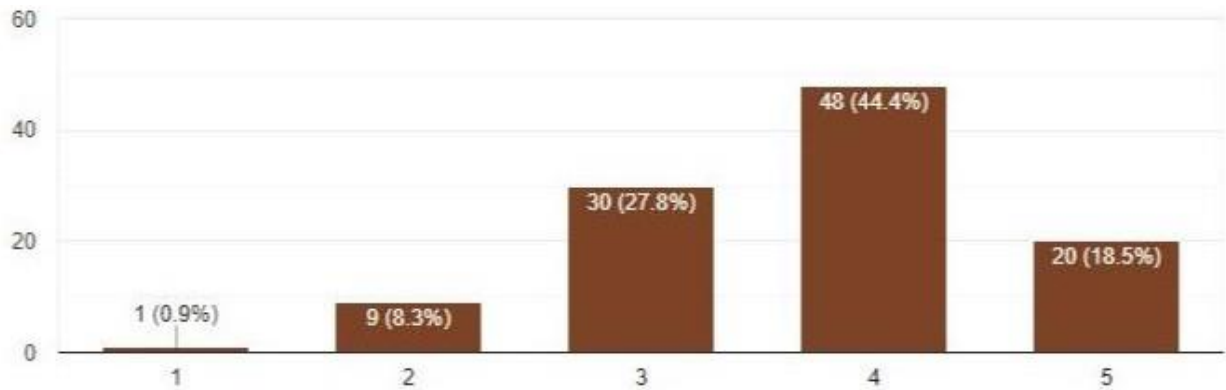


Figure 4: Impact of A Store Online On Customers

18.5% or 20 respondents stated they *strongly agreed* that a store online created a positive impact on them while 48 respondents or 44.4% population stated that *agreed* on the positive impact aspect. 30 respondents or 27.8% population stated that they were *neutral* on the issue of positive impact. 8 respondents or 8.3% population *disagreed* while 1 respondent or 0.9% population *strongly disagreed* that a store online created a positive impact.

5. Analysis of helpfulness of reviews and information on Google Maps

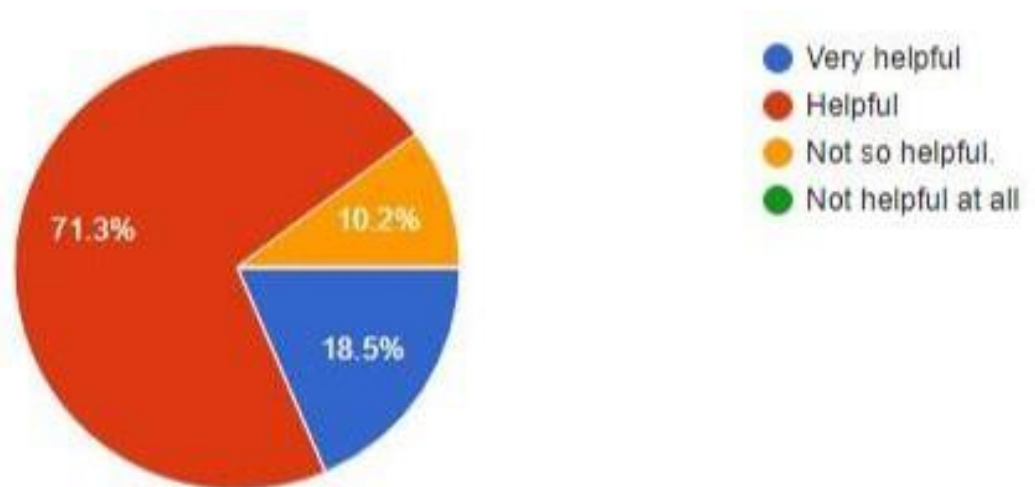


Figure 5: Helpfulness of reviews and information on Google Maps

None of the respondents stated that they did not find the reviews and information on google maps *helpful at all*. It is to be noted here that those respondents who did not use google maps at all are those who do not find it helpful but the reason for the same is either they do not know how to use it or they have never used it, hence their responses would have created error in study. 10.2% population stated that they did not find the content on Google Maps *so helpful* while for a major chunk of the population i.e., 71.3% the information was helpful. 18.5% respondents stated that for them the reviews and information was *very helpful*.

6. Analysis of resolution of queries and satisfaction of customers from information on Google Maps

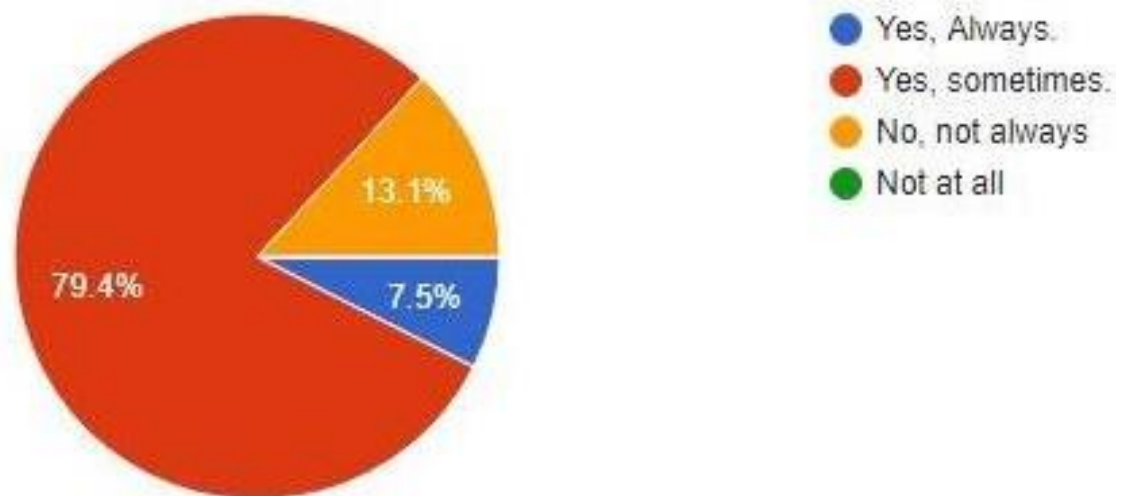


Figure 6: Resolution of queries and satisfaction of customers from information on Google Maps

The present analysis is a derivative corollary to the above analysis. 7.5% respondents reported *affirmatively to have always* had resolution of queries to their satisfaction by google maps while 79.4% reported *affirmative but sometimes* satisfactory resolution. 13.1% population reported in negative and stated that they were not satisfied always. The reason for bulk of population responding in affirmative but not always highlights

the aspect that technology has advanced as an alternative but can never replace human touch and human contact. The fallibility of online

data is bound to occur as it is a system of commands and subsequent operation. But it is undeniable that clear and simple commands have satisfactory solutions through one click away digital media.

7. Analysis of Accuracy of Information On Google Map About Places As Per Customers

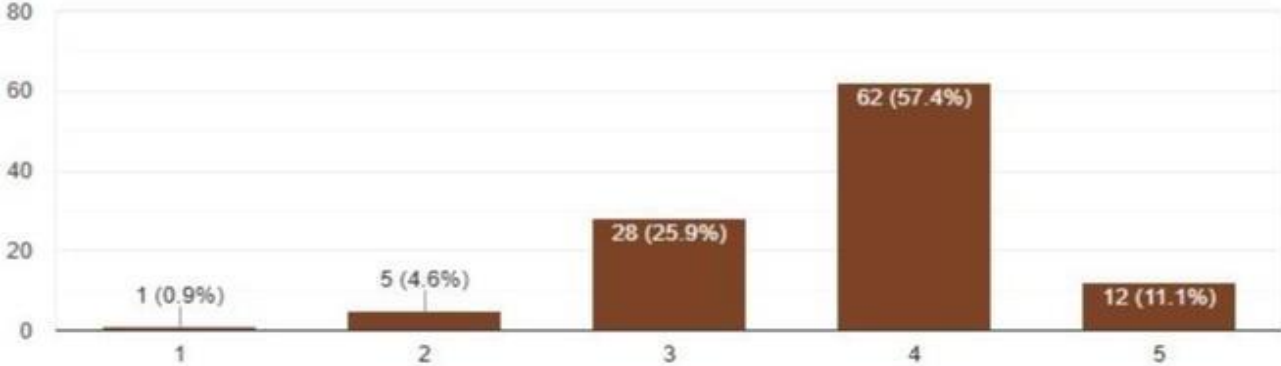
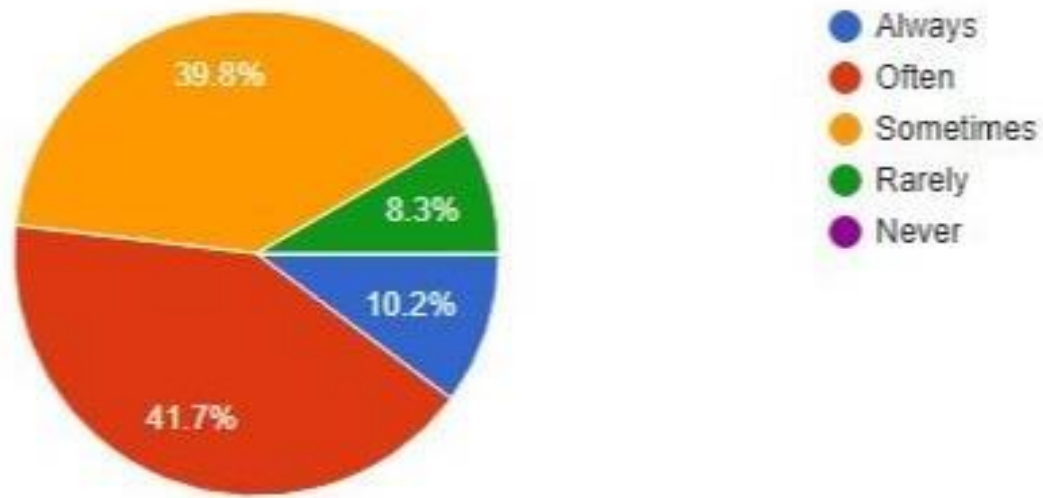


Figure 7: Accuracy of Information On Google Map As Per Customers

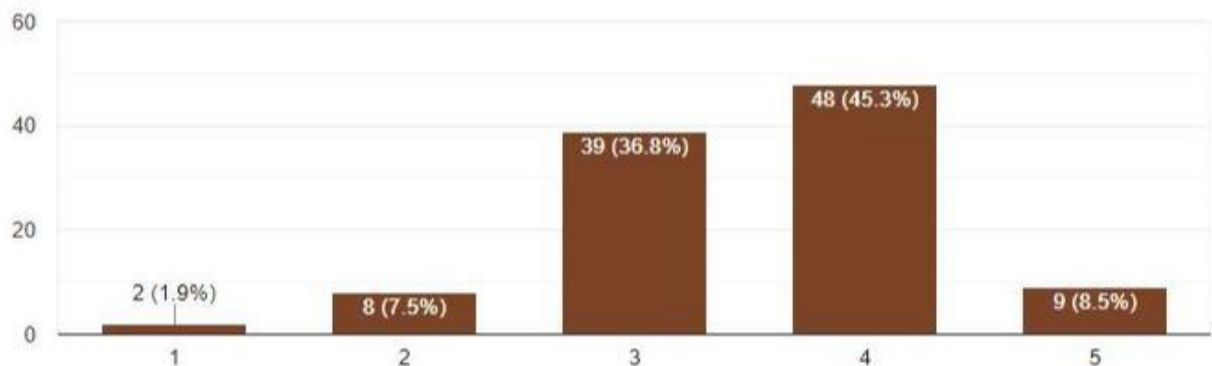
11.1% respondents reported that the information on google maps is very accurate while 57.4% reported it accurate. 25.9% were neutral between very inaccurate and very accurate while 4.6% reported it to be inaccurate. 0.9% population was of the view that the information on google maps is highly inaccurate. The present question is a corollary to the above question and a conjoint discussion of the same will help come to an accurate conclusion.

8. Analysis Of Finality of Decisions By Customers Based On Information Through Google Maps



The present analysis is a derivative corollary to the above two responses. 10.2% respondents reported to have always based their final decisions on the information on google maps while 41.7% respondents often based their final decisions on such information. 39.8% respondents sometimes made their final decisions based on the information on google maps whereas 8.3% respondents rarely made final decisions on the basis of the google map information. None of the respondents reported to have never made a final decision based on the digital media information provided on google maps. This shows that google map information has capacity to influence consumer choices and aids the consumers in decision making.

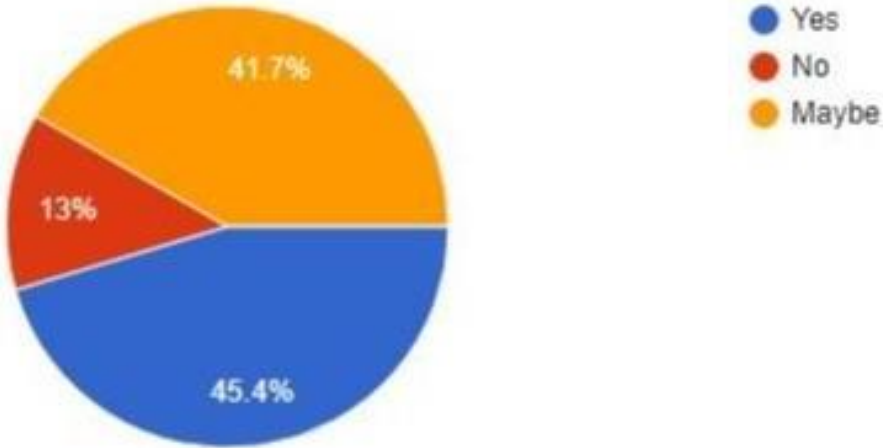
9. Analysis Of Reliability of pictures, reviews and ratings on Google Maps





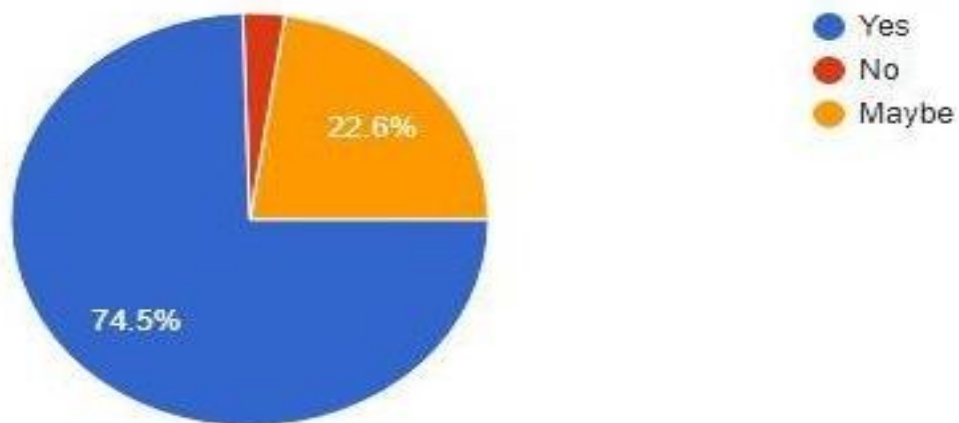
8.5% respondents reported that pictures, reviews and ratings on google maps to be most reliable whereas a major chunk of population i.e., 45.3% respondents reported that the aforementioned was reliable. 36.8% respondents reported that they were neutral with respect to reliability whereas 7.5% reported non-reliability of such information. A small percentage of respondents i.e., 1.9% reported that the reviews, ratings and pictures were not reliable at all.

10. Analysis of Consumer Response to 360-Degree View



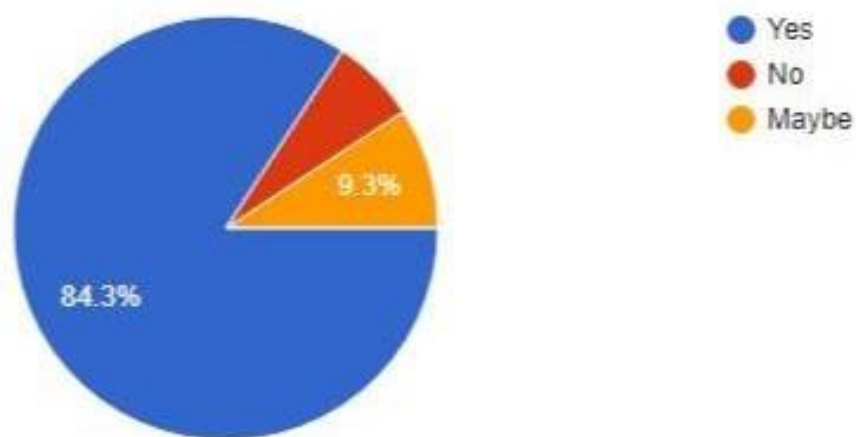
45.4% respondents agreed in affirmative that 360 Degree View provided best specs or best physical appearance of a place online whereas a nearly close percentage ie., 41.7% responded that they were not certain and reported that may be 360 Degree View provided the best specs of a place. 13% respondents responded in negative and negated the premise that 360 Degree view could provide better specs of a place.

11. Analysis of Digital Advertisement being best way to reach out to the customers



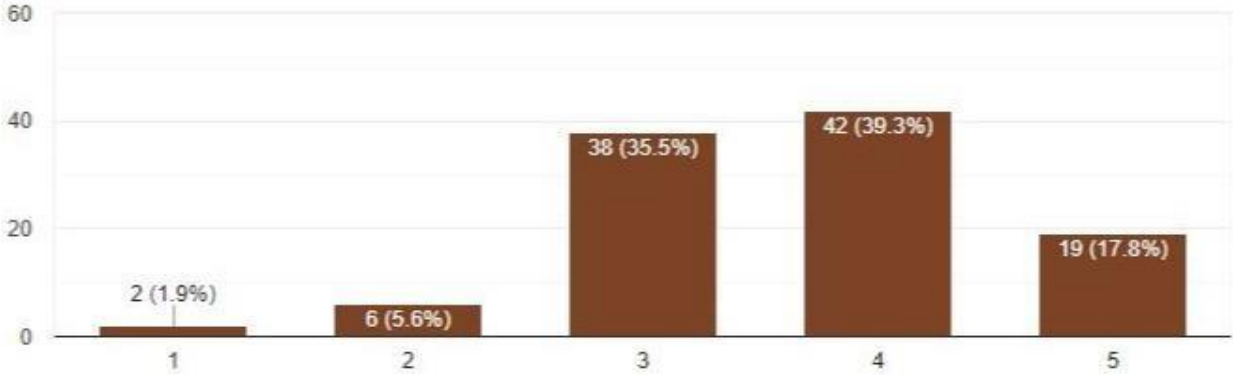
A major bulk of population i.e., 74.5% respondents agreed in affirmative that digital advertisement was the best way to reach out to the customers. 22.6% responded that they were not certain and reported that may be digital advertisement was the best way. 2.9% respondents responded in negative and negated the premise that digital advertisement was the best way to reach out to the customers.

12. Analysis of consumer response when stuck between alternatives to base decisions on online reviews and ratings



A major bulk of population i.e., 84.3% respondents agreed in affirmative that when stuck between alternatives they base decisions on online reviews and ratings. 9.3% responded that they were not certain and reported that sometimes they resort to this alternative. 6.4% respondents responded in negative and negated that when stuck between alternatives they base decisions on online reviews and ratings.

13. Analysis Of Consumer Response to comparison between 360Degree view and still images.



17.8% respondents reported that 360 Degree view was absolutely better than still images while 39.3% reported that it was simply better but not absolutely the best. A close percentage i.e., 35.5% reported that they were neutral and both 360 Degree view and still images had the same impact on them. 5.6% reported that 360 Degree view was not better than still images while only 2 respondents or 1.9% reported that it was not at all better.

DISCUSSION

The study was conducted to study the dependence and impact of consumer buying preferences through digital marketing. The data was collected from 109 people through Random Convenience Sampling whose mean age was 20.56 with 62 females and 47 males. The reason for females being more is because of random sampling but it has no effect on the research. Respondents of age 12 and 16 were 0.9%, of age 17 were 4.6%, of age 18 were 11.04%, of age 19 were 17.4% , of age 20 were 29.4% , of age 21 were 13.8% and of age above 21 were 21.10%. The research was inclined towards the younger people as the millennial population is the ones who have been exposed to the digital world since their birth and have valid and ubiquitous option to choose between offline and online modes of purchase. People of 30+ Age have seen the market evolving and changing and find internet as just an option rather than a potent tool for making a choice. The study suggests that 79 out of 109 respondents i.e. about 74% population looks for a place online often or very often before actually visiting it, this shows that how much the new age is dependent on their third screen. Around 28 people rarely or never look for the new place online this shows that there is still a part of population who don't find this relevant or lack competence to use the web. Study also tried to understand the importance of proper listing and updation of the directions as once a person has checked a new place on does he/she uses the map to go down to the place, data suggests that 71% percent of people use google maps for locating the new place , only 5% of the population do not look for the place online this shows that mere 5% of the people are not using google maps service.

After knowing the dependence it's important to find the effect of the existence of a store online had any positive impact on consumers. 18.5% or 20 respondents stated they *strongly agreed* that a store online created a positive impact on them while 48 respondents or 44.4% population stated that *agreed* on the positive impact aspect. 30 respondents or 27.8% population stated that they were *neutral* on the issue of positive impact. 8 respondents or 8.3% population *disagreed* while 1 respondent or 0.9% population *strongly disagreed* that a store online created a positive impact. This shows

that how vital it has become for a store to enlist itself on the web to influence the consumer. More than 65% people find that they are positively affected and have positive impact on the minds of the consumer therefore this shows a latent opportunity in the field of digital mark

The relevance of data available is extremely important and when studied None of the respondents stated that they did not find the reviews and information on google maps *helpful at all*. It is to be noted here that those respondents who did not use google maps at all are those who do not find it helpful but the reason for the same is they do not know how to use it or they have never used it, hence their responses would have created error in study. 10.2% population stated that they did not find the content on Google Maps *so helpful* while for a major chunk of the population i.e., 71.3% the information was helpful. 18.5% respondents stated that for them the reviews and information was *very helpful* So it shows if proper updation and reviews and ratings are available not only it creates a positive impact it also a reliable source of information, a decade before it was the friends and peers whose conformation and views were taken before making a purchase, today the whole world is a community google tells you the views and act as a positive or negative influence in the purchase.

If consumer have a query regarding any product or service how much do they depend on web or for it online. Study suggests that the present analysis is a derivative corollary to the above analysis. 7.5% respondents reported *affirmatively to have always* had resolution of queries to their satisfaction by google maps while 79.4% reported *affirmative but sometimes* satisfactory resolution. 13.1% population reported in negative and stated that they were not satisfied always. The reason for bulk of population responding in affirmative but not always highlights the aspect that technology has advanced as an alternative but can never replace human touch and human contact. The fallibility of online data is bound to occur as it is a system of commands and subsequent operation. But it is undeniable that clear and simple commands have satisfactory solutions through one click away digital media.

Study also focused on how appropriate and real is the information provided on web 11.1% respondents reported that the information on google maps is very accurate while 57.4% reported it accurate. 25.9% were neutral between very inaccurate and very accurate while 4.6% reported it to be inaccurate. 0.9% population was of the view that the information on google maps is highly inaccurate. The present question is a corollary to the above question and a conjoint discussion of the same will help come to an accurate conclusion.

The final buying decision is entirely based on consumer choice but internet too plays a major role in the same 10.2% respondents reported to have always based their

final decisions on the

information on google maps while 41.7% respondents often based their final decisions on such information. 39.8% respondents sometimes made their final decisions based on the information on google maps whereas 8.3% respondents rarely made final decisions on the basis of the google map information. None of the respondents reported to have never made a final decision based on the digital media information provided on google maps. This shows that google map information has capacity to influence consumer choices and aids the consumers in decision making.

From the above facts and figures it's clear that the present day consumer is very much affected by the online presence of the store and is clearly influenced by it. This shows that how the market has changed. The primitive marketing practices is no longer applicable today and business need to update themselves and change with the changing time. The ones who refuse to change become obsolete. The data robustly proved that the availability of firms on web is a prudent need.

The second facet of the research was also to study the impact of 360 Degree imagery in giving consumers the right info. 360 Degree imagery gives the panoramic view and is yet a developing tool that could further revolutionize the image updation on web.

When asked from the respondents that does 360 Degree view provide best specs it was found that 45.4% respondents agreed in affirmative that 360 Degree View provided best specs or best physical appearance of a place online whereas a nearly close percentage i.e., 41.7% responded that they were not certain and reported that may be 360 Degree View provided the best specs of a place. 13% respondents responded in negative and negated the premise that 360 Degree view could provide better specs of a place.

Also when asked to compare the still images with the 360 degree ones 17.8% respondents reported that 360 Degree view was absolutely better than still images while 39.3% reported that it was simply better but not absolutely the best. A close percentage i.e., 35.5% reported that they were neutral and both 360 Degree view and still images had the same impact on them. 5.6% reported that 360 Degree view was not better than still images while only 2 respondents or 1.9% reported that it was

not at all better. This shows that the major half of the population feels that the 360 Degree is way better than the still images and hence the future of the market lies in the 360 degree images.

At last it was important to know that what methods of advertising or promotion consumer feel is most relevant and specific, when asked upon that do they find digital marketing the best source of promotion it was found that a major bulk of population i.e., 74.5% respondents agreed in affirmative that digital advertisement was the best way to reach out to the customers. 22.6% responded that they were not certain and reported that may be digital advertisement was the best way. 2.9% respondents responded in negative and negated the premise that digital advertisement was the best way to reach out to the customers. This further confirms the viability and importance of the digital marketing. Also when encountered with a dilemma to choose between the alternatives A major bulk of population i.e., 84.3% respondents agreed in affirmative that when stuck between alternatives they base decisions on online reviews and ratings. 9.3% responded that they were not certain and reported that sometimes they resort to this alternative. 6.4% respondents responded in negative and negated that when stuck between alternatives they base decisions on online reviews and ratings. This shows that a firm when available online gives it an upper hand on its competitors and a well updated firm will always reap benefits.

From the above discussion it's evident that digital marketing and presence of firms on digital platforms positively affects the consumers.

KEY FINDINGS

4. 74% of the population looks for new places online while 71% of them look it on google maps.
5. 62.9% of the population find that existence of a business online creates impact on their mind in terms of reliability, quality, potency and ambience.
6. 89.8% of the people found the reviews and rating helpful while in case of a query 88.9% people felt information available satisfactory.
7. 51.9 % people make their final decision based information available online while 39.8% sometimes make their decision based on the information available.
8. Only 13% of the population don't find 360 degree view as the best tool for providing the best specs about a particular place
9. 74.5% of the people feel that digital marketing is the best tool for advertising and also the best way to reach out to the consumers.
10. Most importantly 84.3% of people find online rating/ reviews as final tool when they are to make a final choice between two products.

HYPOTHESIS TESTING

All the hypothesis that were taken are proved to be true by the research data and findings. The research data conclusively proves the entire hypothesis with more than 50 % of the positive responses.

As the qualitative research was conducted quantitative analysis of the tools were not possible and the deductions are based on the inferences drawn from the research data collected.

LIMITATIONS OF THE RESEARCH

- Mean age of the respondents was 20.5 which shows that the research was inclined towards people of younger age.
- As convenient sampling technique is used research is only limited to the behaviour patterns of the tier III city and not studies the trend of tier I ,II or IV cities which has major population.

SUGGESTIONS

- Firms should try to employ digital marketing techniques in full quantum and measures.
 - Firms should at least enlist themselves in google maps so that it becomes convenient for its consumer.
 - Firms with sufficient amount of capital should plan to invest in social media marketing and SEO.
 - Google 360 Degree is the next gen technology and should be adopted instead of still imagery.
-

CONCLUSION

The research clearly brings out the fact that the market is not changing rather has changed. The digital presence is no more a luxury it's the need of the present era. The research able to clearly show that the existence of business houses on web platforms creates a positive impact on the consumer buying behaviour and induces sales. The present day consumer spend most of their times in front of their third screens and thus find it more relevant to use their mighty device for probably everything and when such a dependence already exists it becomes important for business to move out of their brick stores and enter the click market. The future of Ecommerce is bright and ones who are positively responding to this change and gaining an edge. Throughout the research I found that the business are also accepting this change and trying to change but a majority of the businesses lacks the skill set or competence to cope up with change. Here comes the role of third party vendors like the Digimark India itself who are acting as a bridge between the two. The future is the web is probably the wrong thing to say now as the present today is all about the web. The online trend is not a fad that will eventually fade out rather it's the new way of lifestyle that the millennial are adopting or rather already adopted.

Henceforth the consumer market and their stimuli, information search, buying decision has been changed to online sources and thus it's important for the businesses to respond to this change and welcome this web mania.

REFERENCES & BIBLIOGRAPHY

1. <https://www.kbmanage.com/concept/digital-marketing>, PP2 (accessed on 17/11/19)
2. <https://www.xakbox.com/growth-of-digital-marketing-in-india-2019/> (accessed on 17/11/19)
3. Oxford Dictionary
4. <https://www.xakbox.com/wp-content/uploads/2019/02/Most-active-social-mediausers.jpg> (accessed on 17/11/19)
5. <http://digimarkindia.com/index.php> (accessed on 18/11/19)
6. Ultimate Guide to Digital Marketing, Pg. 7
7. S Jayachandran, Marketing management, Excel Books, 2004
8. Pg. 3, Consumer Behaviour Models: An Overview (Vol. 1, issue 5) by Jisana T.K.
9. <https://onlinemasters.ohio.edu/blog/four-consumer-behavior-theories-every-marketershould-know/> (accessed on 24/12/19)
10. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.916.4415&rep=rep1&type=pdf> (accessed on 25/12/19)