



Consumer Attitude Towards On Online Shopping Belongs To Digital Marketing Reference With The Thanjavur City

Mary priteena

Abstract

Digital marketing related to the online shopping or E-Commerce. One to one dependent with the marketing field. It promotes for product and services. The lot of products and sales by the way of social media, display advertising, E-books and E-commerce. It interconnected with the loyalty brands and quality selling the product to the online marketing. The digital marketing promotes a prior table opportunity for all kind of businesses to explore their goals to achieve the consumer in a cost-effective manner. Throughout the usable of varies E-Commerce platforms, businesses easily examined that the goods & services and verify the perform of their marketing campaigns, at present statement. Day to day, digital marketing is increasing the marketing strategies and standing out of the world. Youngsters and adults have to use this digital marketing. The services of the digital marketer's are Flip Kart, Meessho, Myntra, Amazon, Store11, Flip Kart Pharmacy and Glow Road. This Glow Road it's based upon the Amazon. These are comes under digital marketing. The company names & company Symbols are differentiate but all are equal quality and brands.

Keywords:- digital marketing, Flip Kart, Meessho, Myntra, Amazon, Quality, Marketing Field, Commodity, Goods & Services, Delivery Charges, E-Commerce, ornaments, dress materials and clothes.

Introduction

Digital marketing related to the online business. It's inter-connected with that E-commerce. In 2000's period peoples prefer the online business. After 2012, most of the youngsters are interesting to buy the dress, mobiles, ornaments' etc. Even, we do the online business register by the consumer act 1986.

Objectives

- To increase the quality brands of the product.
- To find out customer satisfaction level of the digital marketing.
- To increase the online business consumer in the digital marketing.

Statement of the problem

Sometimes, sales dealers cheat the consumers, it will happen. Because, we could not see the dress directly. We just see lot of varieties and purchase the product. Sometimes, damage goods sent it to the consumers.

Need of the study

We get the dress in front of our door-step. We could not travel long-distance. Reduce expenses of travelling charges. We could not get tied in the online shopping.

Review of literature

Flores et.al (2021)^{1st} states that "social media also can do the online business like youtube & whatsapp business. We can contact that specific sales person".

Santos (2020)^{2nd} examined that "we conduct the particular person or online shopping application. We can see the views of the specific dress rates, colors and sizes etc."

Alghizzawi (2019)^{3rd} represent that "E-Commerce is the main technology base for online shopping. Everything comes under the online stores. Even though, we purchase the vessels, home accessories, sanitary items etc.

Lockett (2018)^{4th} described that "small scale dealers are starting the online business in the whatsapp business account and create one group add their friends and start sharing the dress material, accessories, sarees and baby clothes etc.

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^{1st} Flores et.al (2021)" E-Commerce amidst Covid-19. International Journal of Conceptions on Management and Social Sciences.

^{2nd} Santos (2020)" Online Marketing: Benefits and Difficulties to online Business Sellers".

^{3rd} Alghizzawi (2019)" The role of digital marketing in consumer behavior"

^{4th} Lockett (2018)" Online marketing strategies for increasing sales revenues of small retail businesses"

Background study

This study background study taken by the area of Madhakkottai, Thanjavur. Full and full study about the digital marketing belongs to online shopping.

Definition

According to the statement of the digital marketing has been defined that” the online shopping is must in the busiest world. The working women’s, college students and home-makers may also order the dress online itself. At present world, the college students are willing to do online business shopping and purchase the dress materials in online stores. They create whatsapp business account sent all kind of things like dress, ornaments, shoes, watches and clips etc.

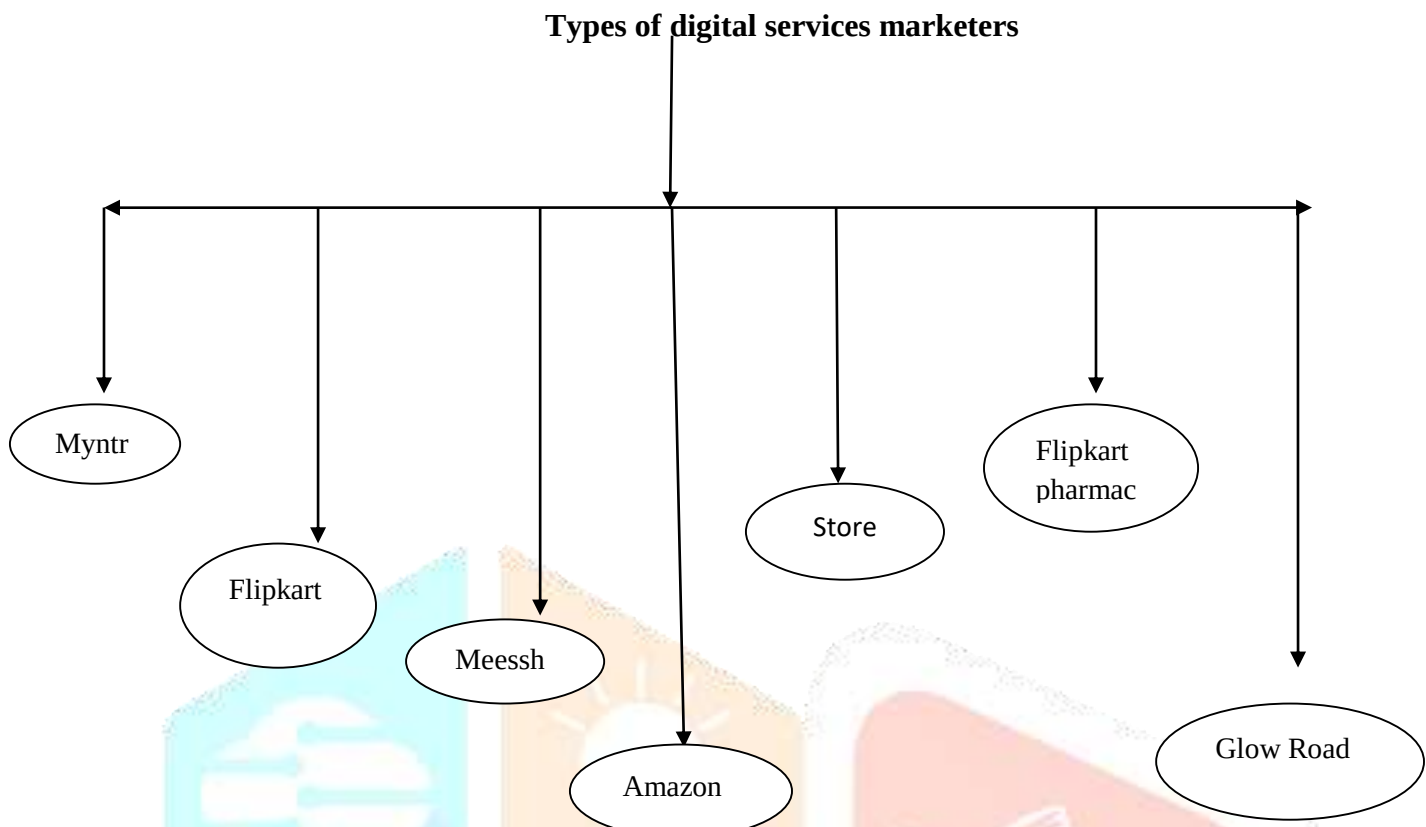
Obstacles of the study

- + Damage goods come to our hands.
- + We cannot return the product and also lose the amount.
- + It’s highly risk factors
- + Delay to give the product during the delivery time.
- + Here, each product GST amount obtain and also delivery charges.
- + Fake images are creating them.
- + Delivery should be taken minimum two weeks.
- + High cost of delivery charges.

Benefits of the study

- ✓ Don’t stand and purchase the product for long time.
- ✓ Fewer expenses.
- ✓ We require new update dress clothes and materials.
- ✓ Previous customer gives ratings and view about those specific products.
- ✓ Product rate should cheap and best to buy varies category customer.
- ✓ Home delivery facility.
- ✓ The delivery boys are working all over the day.

Types of digital services marketers



Procedure of digital marketing

- First, we go to “Google Play store”.
- Second, we enter the Flipkart application.
- Third, we download this application.
- Fourth, we enter our mobile number.
- Fifth, we enter our Facebook ID.
- Sixth, we continue our online shopping.

Process of digital marketing

- We have to decide what kind of business start today.
- Update on-going business have to do the business in online.
- She/ he have to register our online business names through the consumer act.
- Create symbol of the online business.
- Give advertisement to the social media's, friends, and neighborhoods and face book friends.
- Even though we do the online business but we issue some advertisement to the public then only business develop.

- The consumers decide to choose the product list items its grocery, dresses, kitchen items, mobiles and accessories.
- Then the buyers give search for particular items.
- We selected the product to move on “buy now”.
- It will display on product details and rates and also delivery charges mentioned in the payment procedure.
- On which day, the product will hand over the goods its mention in the specific column.
- If the customer needs to buy the product click “buy now “button, they need not to buy the product click “cancel” button.
- The consumers need to buy the product move on “buy now” and shown all the details and finally we click “continue”.
- Final stage of the payment will be done through the online payment or cash on delivery.
- Payment is over the company will confirmation for the product thoroughly by call or SMS notification will send to the specific mobile number.

Table: Are you having online shop application?

SI.NO	ONLINE SHOPPING	NUMBER OF RESPONDENT
1	YES	60
2	NO	40
Total		100

Source: primary survey



Table: How often use online shopping?

Sl.NO	OFTEN USE ONLINE SHOPPING	NUMBER OF RESPONDENT
1.	ONE MONTH	60
2.	ONE OR TWO MONTH	20
3.	SIX MONTH	10
4.	NEVER	10
	Total	100

Source: primary survey

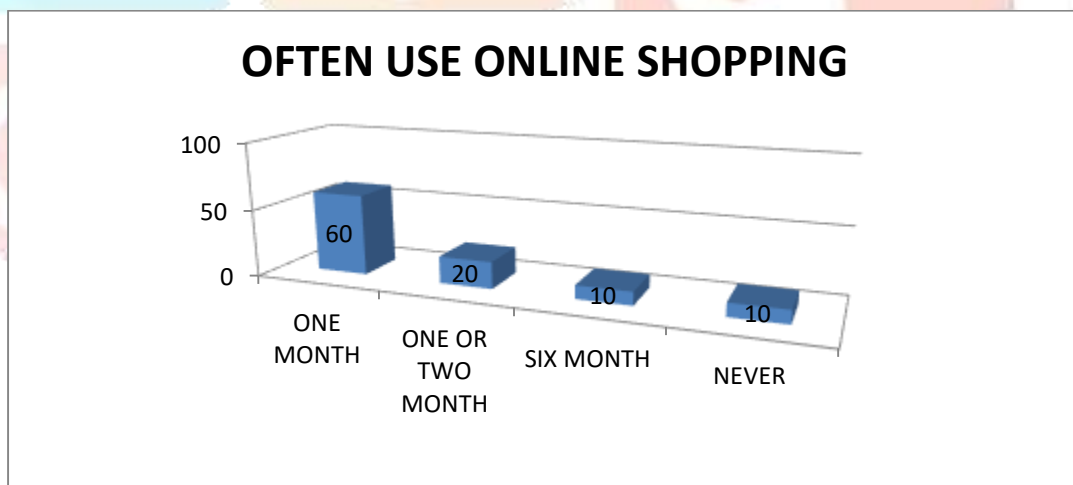


Table: What kind of online shopping?

Sl.NO	KIND OF ONLINE SHOPPING	NUMBER OF RESPONDENT
1	FLIP KART	35
2	AMAZON	25
3	MANTRA	20
4	TATA CLIQ	20
	TOTAL	100

Source: primary survey

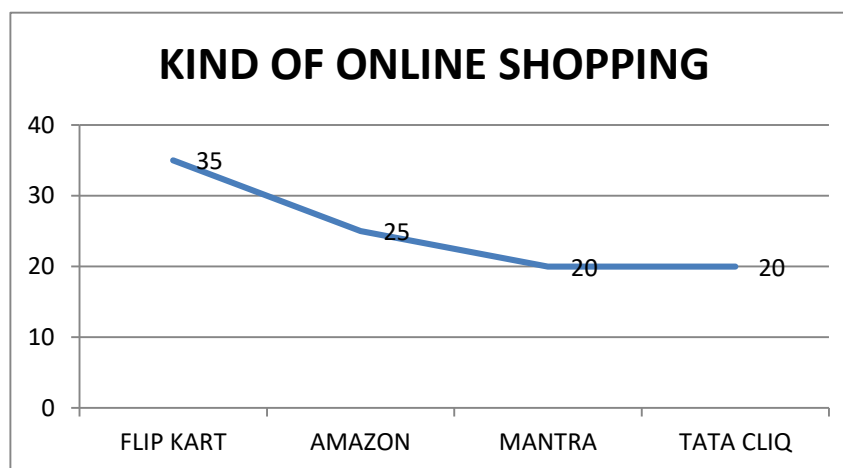


Table: What do you prefer buying from online shopping?

S.NO	INTEREST TO PURCHASE THINGS	NUMBER OF THE RESPONDENT
1	Books	10
2	Electronically appliances	5
3	Hardware tools	5
4	Fancy accessories	60
5	Stationery	20
Total		100

Source: Primary survey

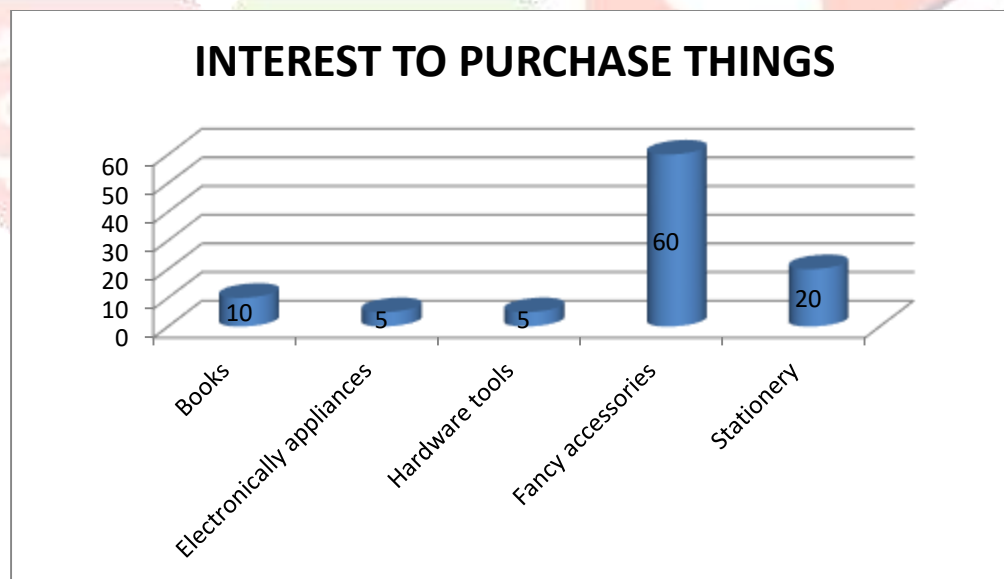
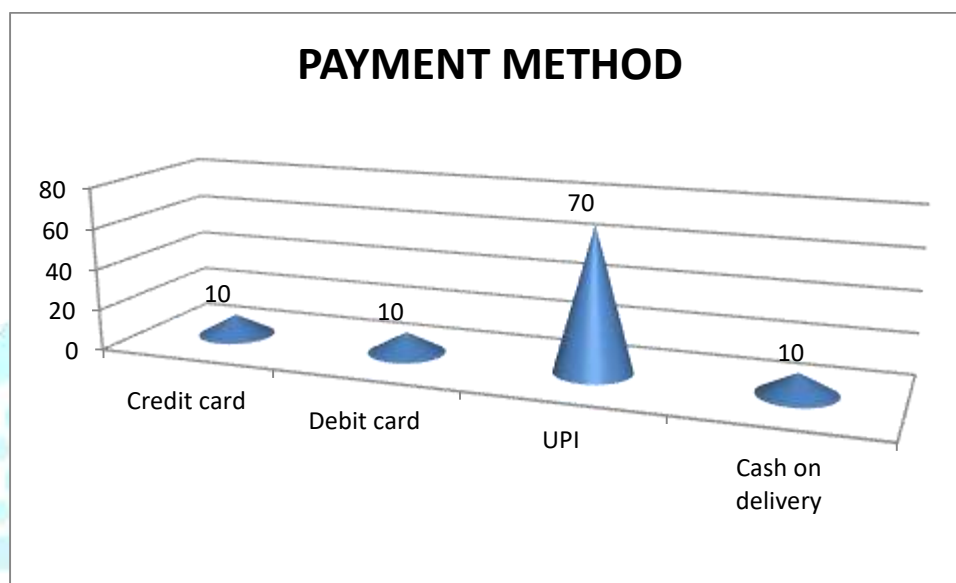


Table: which type of payment mode you paid during the online shopping?

S.NO	PAYMENT METHOD	NUMBER OF THE RESPONDENT
1	Credit card	10
2	Debit card	10
3	UPI	70
4	Cash on delivery	10
Total		100

Source: Primary Survey



Findings

- 35% most of the persons prefer the Flip kart online shopping.
- 60% are acquiring the online shopping it's belongs to the digital marketing.
- 60% were often use of online shopping through the E- Business.
- 60% of the respondents are interesting to purchase fancy accessories items.
- 70% of the youngsters and adults are paying the amount in UPI.

Suggestions

Now days, 100% percent candidates are shopping with online mode. Digital Marketing is a part of online shopping as like a advertising. It is delivered through the digital advertising. The digital marketing could be reach through the global audience. Most of the youngster is requiring the brand royalty. The consumer are prefer taste and preference of goods

Conclusions

Upcoming generations are willing to purchase online shopping. New trend dresses are upload the digital marketing. They conduct directly to the wholesalers and retailers. The Instagram and YouTubers are following the online store. The consumers can easily comfortable to see the variety of products. It's save time and travel expenses.

Results

At present 2024, everyone likes to order online store. In this generation desiring to use online shops only. No one interest goes to buy the product directly. Update models are obtaining in the online store applications. Online marketers like flipkart, amazon and myntra etc. all are equal quality but various price of cost and delivery charges. Some delivery partners deliver the product as soon as possible. Don't delay to give the product to the consumers. All the accessories, home-made items each items handover to our door-step.

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