

## **A Study on Youth perception towards Digital Marketing at Gottigere, Bengaluru**

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### **ABSTRACT**

In developing countries like India, Digital marketing plays a significant role in economic development of the country. In this fast changing customer oriented markets Digital marketing targets users of all kinds and differs them according to age, gender ,occupation, status, income level, pricing etc. ,however youth is one most complicated group to focus on. With the changing time, the buying pattern and perception of youth changes by following the taste, fashion and trend. The present youth is more fascinated with the online shopping than the conventional buying, that made the marketers to adopt innovative ways of selling. Hence, the researchers mainly focused on identifying the benefits of Digital marketing in the perception of youth at Gottigere, Bengaluru.

**Key words:** Developing countries, Digital Marketing, customer oriented markets, perception, online shopping and conventional buying

### **Introduction**

The American Marketing Association defines the definition as “Advertising is any paid form of non-personal communication and promotion of ideas, goods and services”. Digital marketing has brought a huge changes in the field of marketing specially when it comes to youths of country they are more fascinated towards internet, social media virtual technology. Even the middle age and older age people are also moving towards digital world even they are no longer untouched to this. Digital marketing is used for interactive advertising of services ,targeting customers and it also encompasses channels like radio ,phone ,TV ,search engines , marketing , emails, websites , websites, social media platforms etc .

Digital Marketing is a platform for brand promotion , brand management and brand development it also said that digital marketing is buying and selling of goods and service through online platforms from the prospectus of customers they are delighted towards online shopping there delivery of products on time ,flawless payment mechanism has built a great trust in the mindset of customers . It is been observed that

digital marketing is having 2 – 3% of organized retailing. There is huge platform for digital marketing to prosper as there is huge population of youths in India.

Digital Media is basically of three types that advertisers use to promote their products and services on the internet

**Paid:** It is form of media where advertiser pay for everything and promote the products that they want on the market Eg, google ads and Facebook ads

**Claimed:**It is form of digital medium like company's websites, list of the costumers were companies has to send emails

**Earned:**This includes all shares of yours advertisement in social media accounts, blogs, LinkedIn, whatsapp etc

The above channels merge, overlap with other form of digital medium which helps in communicating the brand to the customers in effective way.

It is been observed Digital marketing is doing good in urban areas when compare to rural areas government is investing huge in internet so even digital marketing should be to reached to rural areas where as even online retailers are finding their best ways to reach rural customers across India.

The below segment provide a review of literature on the data applicable to the study

## **Review of literature**

Dr.Umesh Maiya,Rashika and Subhashitha Shetty(2019), by doing research on a sample of 100 youth identified that there is a lot happening in Digital marketing space which is why Digital marketing is growing rapidly.

Pritam Chattopadhyay(2020), in his study he identified the major advantages and disadvantages determined by the development of technology in the area of marketing .Social media is the modern tool for marketers who try every means to get their message out to their target markets.So, before a company step into the field of social media marketing, they must complete full research on social media practices.An organization must master basic principles and tactics of using social media as an effective tool in order to survive in the field of Digital marketing.

Dr.Mrs.Vaibhava Desai (March 2020), in his article stated that the development of Digital Marketing is inseparable from technology development. CRM applications became significant part of marketing technology.Digital marketing became more sophisticated in the 2000's and the 2010's when the proliferation of devices capable of accessing digital media led to sudden growth.Worldwide Digital marketing has become the most common term, especially after the year 2013.He summarized "Digital marketing has a bright future for long term sustainability of the product or services in the current technological market with all its pros and cons."

Kishan Prajapati(November 2020), stated that consumer buying behavior is changing and they are more inclined towards Digital marketing rather than traditional marketing. His research mainly focused on identifying the differences between traditional marketing and digital marketing.He studied how consumers mainly youth are shifting to Digital marketing from traditional marketing. He highlighted in his study how youth are getting influenced by different digital platforms like whatsapp, facebook,Google,Telegram,Linkedin etc., .He studied about the impact of Digital marketing on youth and

identified the importance of it for both consumers and marketers.

Manasmita Panda, Aishwarya Mishra (June 2021), in their research they examined the effectiveness of Digital media marketing strategies and different social media options used for marketing. Their paper mainly identifies the significance of digital marketing and differentiate between digital marketing and offline marketing and the effectiveness of technological tools and social media platforms on success of Digital marketing. They stated “Digital Marketing is Future”. They found that in case of the Digital Marketing the most important aspect is to connect with the consumers. The study has also revealed that in order to utilize the digital marketing in an effective way, the companies are required to design an effective Digital platform. The research and practice of Digital Marketing is increasing with the advancement of technology in this digital era.COVID-19 pandemic made many consumers to shift to digital platform completely from offline purchases.

Dr. Sredevi.K.B , Sankara Lingam S, Robin S , Ishrad Ali , Deepthi Shivani (2021) has studied the customer opinion on the digital marketing and analysed the satisfaction level towards the work of the company about the design of digital marketing. It also has been highlighted the digital marketing has brought revolution in technology for sales promotion and also specified about advertising agencies how they are dependent on promotional work for company’s product to promote them through social media platform.

Preetham .D (2021) stated in his study that digital marketing is the process of transferring goods and services between buyer and seller through the mode of “online”. The study also aimed to analyse the effectiveness and consumer perception towards online marketing in rural areas, even identified various opportunities and threats for their business. Based on different geographical areas consumer perception has been analysed by using total of 1500 samples. The majority of respondents given their opinion as digital marketing provide simple purchasing methods with various choices at lower product price by using different mode of payments.

Dr.K. Murugan (2019) in his article specified that digital marketing is the concept of reaching large number of consumer with minimum cost. He also stated that seller can analyse the demands of consumers towards products, consumers are more attracted to digital marketing when compared to traditional media such as television, radio, newspapers etc.

Shaima Tai, Nisarg shash (2021) stated that day by day internet users are increasing which leads to online purchasing of products. Most of the business organisation are focusing on attracting consumers by online advertisements and they also reply on marketing strategies which boosts the overall sales and revenue of organisation. He states that more consumers are influenced by the product, rather than positive brand perception which can lead to increased brand loyalty and referrals. Now a days consumers are getting attracted by display ads on social media. The research says that marketers should include online advertising in their advertisements to promote online shopping.

Muchkund Narayan Dubey, DR Bharthi Shukla (2021) stated that youth concentrates more on digital marketing. Internet advertising is a form of advertising that uses the internet to attract customer by delivering the message through their websites. The consumer needs and preferences are increasing day by day because of increasing in their purchasing power and new innovative products influence youth more to purchase products through online. Digital marketing, as it is emerging as a biggest competitor to traditional marketing.

## **Objectives**

1. To Identify the growing popularity of digital Marketing.
2. To analyze the impact of digital marketing on youth.

- 3. To know the affinity in youth for collecting information before purchase.
- 4. To understand youth perception towards digital marketing.

**Data Analysis**

**1.Opinion of the respondents regarding increased demand for online through marketing.**

SL.N O	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Yes	98	98%
2	No	2	2%
	Total	100	100%

**Interpretation**

98% of the respondents opined that there is increase in demand for online through marketing and 2% of the respondents opined that there is no increased demand for online through marketing.

**2. Awareness of respondents about digital marketing.**

SI.NO	PARTICULAR	NO. OFRESPONDE NT S	PERCENTAGES%
1	Yes	99	99%
2	NO	1	1%
	Total	100	100%

**Interpretation**

It is observed that 99 % of the respondents are aware about digital marketing and remaining 1% of the respondents are unaware of digital marketing

**3.Opinion of respondents about awareness sources on digital marketing.**

SL.N O	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Television	3	3%

2	Socialmedias	71	71%
3	Family or friends	14	14%
4	Others	2	2%
	Total	100	100%

### Interpretation

The above Table confines that 3% of the respondents are aware of digital marketing through televisions , 77% of the respondents through social media, 14% of the respondents from family friends and remaining, 2% of the respondents through other sources of digital marketing.

### 4.Opinion of respondents on preference to purchase product online

SL.N O	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Yes	98	98%
2	No	2	2%
	Total	100	100%

### Interpretation

98% of the respondents opined that they prefer to purchase product online and remaining 2% prefer not to purchase product online.

### 5.Opinion of respondents on different kinds of brand communication in attracting youth.

SL.NO	PARTICULARS	NO. OFRESPONDENT S	PERCENTAGES%
1	Banner ads	16	16%
2	Video ads	77	77%

3	Flash ads	3	3%
4	others	4	4%
	Total	100	100%

### Interpretation

From the study it is observed that 16 % of the youth are attracted through banner ads ,77% of youth through video ads , 3% through flash ads and the remaining 4% through other sources of communication

### 6.Opinion of respondents in collecting information before purchasing the product.

SI.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Customers experience	40	40%
2	quality	52	52%
3	attributes	0	0%
4	prices	08	8%
	Total	100	100%

### Interpretation -

It is opined that 40% of the respondents are collecting information through customer experience before purchasing the product , 52% through the quality and 8% through prices

### 7.Opinion of respondents in rating the quality of the product in digital marketing.

SI.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Excellent	56	56%
2	Good	33	37%

3	Satisfactory	7	7%
4	Poor	0	0%
	Total	100	100%

### Interpretation

56% of the respondents stated that the quality of the products are excellent , 37% rated product quality as good and 7% rated as satisfactory.

### 8.Opinion of respondents on preferable mode of payment while purchasing online.

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Bank A/C	23	23%
2	UPI	68	68%
3	COD	09	9%
4	others	0	0%
	Total	100	100%

### Interpretation

23% of the respondents prefer to go pay through bank A/C for online shopping , 68% preferred to go with UPI payments and 9% preferred Cash on delivery mode .

### 9.Opinion of respondents on delivery of products on time .

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
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1	Agree	96	96%
2	Disagree	01	1%
3	Neutral	03	3%
4	Others	00	00
	total	100	100

### Interpretation

96% of the respondents agreed that products are delivered on time , 1% of the respondents Disagreed that delivery will not be on time.

### 10.Opinion of respondents on the satisfaction level regarding digital marketing.

SI NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGES%
1	Highly satisfied	92	92%
2	Satisfied	6	6%
3	Not satisfied	2	2%
4	No idea	0	0%
	Total	100	100

### Interpretation

92% of the respondents are highly satisfied with digital marketing , 6% are just satisfied with digital marketing ,and remaining 2% are not satisfied with digital marketing.

### Findings

It is been found that demand for digital marketing is increasing day by day .

It is been identified that majority of youths are inclined towards digital Marketing .

Due to the changing digital era ,digital marketing is taking its own pace .

In the internet era youths are completely aware of digital payments .  
Online reviews are helping youth to get pre-purchase information

### **Suggestions**

As youth are inclining towards digital marketing now its time for the companies to better upgrade themselves towards digital marketing.

Better quality service should be provided to increase the sales and profit margin and also satisfy the customer in better ways .

Adoption of advanced technology in promoting products and services in digital marketing to the customers .  
Effective communication channel can be adopted to convey the information regarding the product to attract more customers.

Taking effective measures in protecting customers data base from fraudulent activities in digital marketing.

### **Conclusion**

The above study is an attempt made to study about youth perception towards digital marketing .today youth prefer a wide range of choices because of their changing taste, needs and preference which made the market to truly change itself in a wider and innovative range .Though youth are more inclined towards smart phones but still they are more fascinated towards television adds so companies should not leave focus on television advertisement. Brand ambassador creates a huge impact on youths ,so working on these factors may create a better platform for digital marketing . In this changing digital era the usage of internet and smart phones by youth in Gottigere Bengaluru created a big boon to digital marketing.

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Web Resources:

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- 2.<http://www.learnmarketing.net/benefitsofinternetmarketing.htm>
- 3.<https://www.firstrank.co.uk/importance-of-digital-marketing-in-todays-scenario/>
- 4.<https://www.digitalvidya.com/blog/growth-of-digital-marketing-industry-in-india/>