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Research Article

A STUDY ON WEB MARKETING AND ITS IMPACT ON DIFFERENT SEGEMENT OF PEOPLE AT RANCHI

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ABSTRACT

Web Marketing is the way of electronic correspondence which is utilized by the advertisers to embrace the merchandise and the services towards the commercial center. The incomparable motivation behind the computerized promoting is worried about buyers and enables the clients to blend with the item by the temperance of advanced media. This paper emphasize on the greatness of advanced advancement for the both the clients and advertisers. We investigate the aftereffect of Digital Marketing on the base of company's deals. 150 respondent's feeling is gathered to get the reasonable picture about the present study.

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INTRODUCTION

The other form of online marketing, web marketing or internet marketing is known as Digital Marketing. The term Digital Marketing has developed in fame after some time, especially in specific nations. In the USA, internet marketing is still predominant, in Italy is alluded as web marketing. Since from the last stage of 2012 it is a widely recognized term around the world, Digital Marketing has turned into the most widely recognized term where every individual seeks to take an opportunity to buy, sell or promote the products from this medium.

Especially in Ranchi Jharkhand, people are very much aware about the digital marketing. They tend their medium of promotion and buying to this medium.

Digital Marketing is a solitary term which is utilized as an umbrella term for the promoting of products or services utilizing computerized advances, for the most part on the web or internet, yet in addition including cell phones, advertising through the display, and some other digital medium.

Since from the years 1990s to till date, the digital marketing has developed in such a way that it had changed the method of marketing and advertising for various channels and brands. The company utilized this medium of marketing so that they can acquire maximum target prospect in the short span of time.

Digital Marketing technology, methodologies and efforts are winding up progressively predominant just as proficient, as advanced stages are progressively fused into advertising plans and regular day to day existence, and as an individual utilizes advanced gadgets as opposed to going to physical stores.

Consumer behavior is the investigation of how individual clients, gatherings or associations select, purchase, use, and arrange thoughts, products, and services to fulfill their needs and needs. It alludes to the activities of the buyers in the commercial center and the hidden intentions in those activities. The primary reason behind advertising an item is to fulfill requests and needs of the Consumers. Investigation of shopper conduct accomplishes this reason. To get why, when, how, what and different elements that impact purchasing choice of the customers. It is significant for advertisers think about consumer behavior. It is significant for them to know shoppers as individual or gatherings settle on, buy, purchaser or arrange items and administrations and how they share their experience to fulfill their needs.

Objective of the study

1. The fundamental objective of this paper is to perceive the helpfulness of digital marketing in this aggressive world.
2. To examine the effect of digital marketing on the consumer's mind.

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RESEARCH METHODOLOGY

The various methodologies were adopted for the study so that an exact result can be obtained, those methodologies include:

- **Primary Data:** The examination is done through the perception and gathering of information through surveys.
- **Secondary Data:** Secondary information is gathered from journals, books and magazines.
- **Sample Size:** The sample size is resolved as 150 respondents' operation union from the clients who buy and by buying items with an assistance of digital marketing.

Concept of Traditional Marketing and Digital Marketing

Traditional Marketing refers to an advanced, publicizing or crusade that has been being used by organizations for a considerable length of time, and that has a demonstrated achievement rate. Strategies for customary showcasing can incorporate print ads, bulletins, flyers or leaflets, TV, paper, radio, and so forth. The essential task of any business is to think about the requirements, wants and inclinations of potential clients and produce products which are really required by the clients. Henceforth, all advertising exercises must be coordinated towards fulfillment of purchaser needs and needs where as Digital Marketing is an advanced version of marketing. It is the medium of promoting of items or administrations utilizing advanced advances, primarily on the Internet, yet in addition including cell phones, show publicizing, and some other advanced medium. Like any type of marketing, the reason for digital marketing is to advance the market and prospects and sell an item or services to them. All the more explicitly, the reason for digital marketing is to interface a business or association with its intended interest group by means of digital/advanced channels.

General comparison of Web Marketing and Traditional Marketing

The essential contrast between Digital Marketing and Traditional Marketing is that numerous digital advertisers hope to offer some incentive to their crowd by utilizing substance promoting and different arrangements. Traditional promoters are regularly simply hoping to build deals with their advertisement spots, not to offer any incentive

Table 1 Difference between the Digital Marketing and Traditional Marketing

	Web Marketing	Traditional Marketing
Reach of the people	Maximum	Minimum
User target	Yes	No
Cost	Minimum	Maximum
Communication	Two ways	One way
Advertisement	Dynamic and can be revised	Static and unchanged
Goal	Business profit along with the user satisfaction	Business profit
Return on Investment	Maximum	Minimum

The another distinction between digital marketing and traditional marketing is that numerous digital advertisers hope

to offer some incentive to their group of spectators by utilizing content advertising and different arrangements.

Traditional marketing is ordinarily simply hoping to build deals with their promotion spots, not to offer any benefit and value. While most publicizing (traditional) is intended for mass utilization but digital marketing is includes one-on-one promoting. That implies the message ought to seem routed to singular clients. Consequently, advertisers need to comprehend their objective market on each segment, so messages seem customized to the specific person.

REVIEW OF LITERATURE

Digital marketing advancements license the clients to stay with on with the data defended (Gangeshwer, 2013). Nowadays a ton of clients can put on the web at wherever whichever time and organizations are continually refreshing data with respect to their products or administrations. Clients realize how to visit the organization's site, look at with reference to the items and makes online buy and manage the cost of input. Customers get the total data identified with the items or administrations (Gregory Karp, 2014). They can make correlation with other related items. Digital marketing enables 24 hours of services to make buying for the purchasers. Costs are straightforward in the digital marketing (Yuliharsi, 2011). The study of consumer behaviour helps marketers to recognize and forecast the purchase behaviour of the consumers while they are purchasing a product. The study of consumer behaviour helps the marketers not only to understand what consumer's purchase, but helps to understand why they purchase it (Kumar, 2004)

Advantages of Digital Marketing to the Consumers

The internet has changed client shopping propensities and with fast technological advancements getting to the web has turned out to be simpler than any time in recent memory. Individuals can get to the web at whatever point and any place they like. For what reason does an individual like utilizing the web? Recorded beneath are a portion of the advantages of the web for the client.

Clients Stay Updated: The web has changed client shopping propensities and with quick mechanical improvements getting to the web has turned out to be simpler than any time in recent memory. Individuals can get to the web at whatever point and any place they like. For what reason does an individual like utilizing the web? Recorded underneath are a portion of the advantages of the web for the client.

Moment Comparisons: Customers Can Compare Prices and Features One of the best favorable circumstances of the client is that they can contrast items or administrations they wish to buy from the solace of their own homes. Rather than visiting various diverse retail outlets, the client essentially needs to open distinctive web window tabs to analyze costs or highlights of the item/administration they wish to buy. Many retailing sites offer the office where various items they sell would now be able to be effectively thought about. There are likewise valued correlation sites that clients can use to get the most ideal cost for their items.

Clear Product Information For The Customer: Sites offer clear and steady item data to all web clients. There is a minimal sort of distortion or mishearing what the sales rep said as in a retail location. The web has exhaustive item data, though in a

shop the client is dependent on the learning of their business counselor.

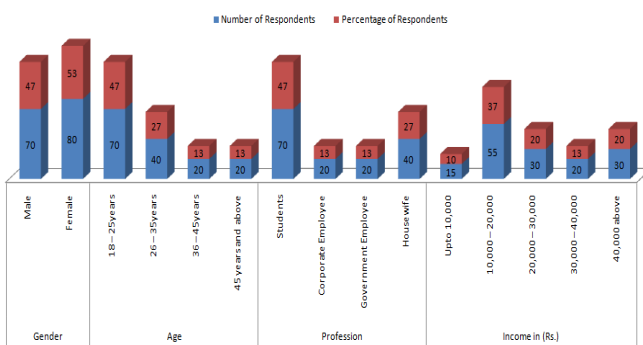
Straightforward Pricing Available 24/7: The cost of items can be simple for the buyer to discover; clients can access evaluating data from a scope of vendors with a couple of web clicks. Clients can take points of interest of valuing that may change routinely or take the preferences of exceptional offers that keep going for a constrained period as they can access estimating data 24 hours per day/7 days seven days. Though costs for items offered available to be purchased in retail premises must be getting into while the store (or when store phone lines are) open.

Track Your Purchase and Choose Delivery Dates: Numerous sites enable shoppers to follow their buy from when it is requested through to when they are dispatched and conveyed to them. This consoles the buyer and makes them feel that they are acquiring a decent administration on the web. A few dealers likewise enable the customer to pick the conveyance address for each buy and select their very own conveyance date and time.

Decrease in Personal Carbon Footprint: Taking care of nature and the world we live in is significant for some clients. At the point when shoppers shop online they utilize their vehicles less and their own carbon impression is diminished. Retailers can bolster carbon decrease by arranging conveyances with the goal that buys by clients living near one another can be conveyed around the same time.

Table 2 Profile of consumers residing in Ranchi, (N = 150)

	Category	Number of Respondents	Percentage of Respondents
Gender	Male	70	47
	Female	80	53
Age	18 – 25years	70	47
	26 – 35years	40	27
	36 – 45years	20	13
	45 years and above	20	13
Profession	Students	70	47
	Corporate Employee	20	13
	Government Employee	20	13
	Housewife	40	27
Income in (Rs.)	Upto 10,000	15	10
	10,000 – 20,000	55	37
	20,000 – 30,000	30	20
	30,000 – 40,000	20	13
	40,000 above	30	20



Profile of consumers residing in Ranchi

Figure 1 Profile of the consumer at Ranchi

Table 3 Awareness and buying tendency regarding the online shopping, (N = 150)

Particulars	Number of Respondent	Percentage of the Respondents
Having knowledge about the online shopping and digital marketing and buy the products frequently from the site	105	70
Having knowledge about the online shopping and digital marketing, but they don't buy the products frequently from the site	45	30



Figure 2 Awareness and buying tendency regarding online shopping

Table 4 Reason for selecting online stores

Reasons	Number of Respondent	Percentage of the Respondents
Low cost of the products	50	33
Faster Access	20	13
Time and effort saving	30	20
Detailed information about the product and services	25	17
Easy market inquiry and product comparisons	15	10
Quick access to the sellers	10	07

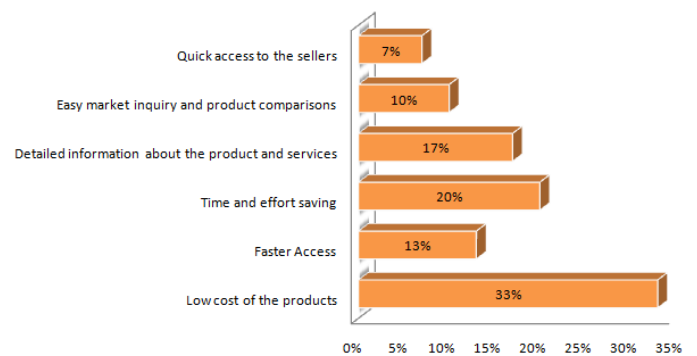


Figure 3 Reason for selecting online store

Findings

1. Digital marketing has a great scope in the present market.
2. Consumers are satisfied through purchasing digital marketing.
3. Most of the people find it safe mode of online purchase.
4. The ratio of female customers is very high in online shopping that is 80%.

5. Awareness about online shopping is 80% among the respondents.
6. Females' consumers, i.e. 53% are more frequent purchaser than male consumers i.e. 47%.
7. Among the total respondents, 47% are the students who purchase the product online.
8. Most numbers of respondents that is 50% feels that online shopping provides the products at low cost.
9. 30% of respondents feel that the online shopping saves time and effort of the consumers.

Suggestions

1. Improve technical advancement in promotion of digital marketing.
2. Collect and implement the feedback provided by the consumer in the right way.
3. Provide a transparent and good service to the consumer before and after purchase.
4. Creating awareness among the people about digital marketing should take care in some area of Ranchi i.e. located on the outskirts of Ranchi.
5. Complete description needs to provide about the product to the online shoppers.

CONCLUSION

Digital Marketing has ended up being significant piece of methodology of numerous organizations. Right now, still for little business owner nearby has an incredibly reasonable and equipped technique by utilizing computerized marketing to advertise their items or administrations in the general public. It has no confinements. An organization can use any gadgets, for example, tablets, advanced mobile phones, Television, Personal Computers, media, internet based life, email and parcel other to help organizations and its items and administrations. Digital marketing may accomplish something more in the event that it considers buyer wants as a pinnacle need.

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