A STUDY ON CONSUMER BEHAVIOUR IN THE DIGITAL ERA OF YOUTHS IN BANGALORE

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Abstract

"As marketers, we should be changing the mantra from always be closing to always be helping." - Jonathan Lister

In this world of trading, people tend to have a better livelihood. To make it possible, business has become a major requirement. People use different mediums to make their business a successful one. In this, marketing is playing a vital role. Entrepreneurs find this as most creative strategy to develop their business. Marketing of commercial activities like buying and selling of products and services came into existence from the late nineteenth century. Most importantly, consumer behaviour has become significant topic of discussion throughout the marketing process. The main objective behind the consumer behaviour is to understand their requirement, their interest towards the product or the service.

In last few years, a lot of studies have been made on the consumer behaviour. For example- demonetisation in a nation and influence on consumer behaviour; in the period of normal state. The presented study is focused around consumer behaviour based on the recent digital trend like online store. Youths are found to be more influential in this stream. The study is related to their utilisation of digital products in this era. Presented study gives a clear picture of how behaviour of consumer differs with this digital era.

Key words: *Consumer behaviour, Digital era, Youths Demonetisation.*

Introduction

(Pandey, M., 2007) Society is full of people with different political social, cultural legal, economical viewpoint. Each one of them varies in their preferences of product and services. The factors like inflation and demonetisation has influence on their choice of brand, usage, budget, loyalty, personal lifestyle etc. Consumer behaviour means various

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dimensions based on which consumer takes part in decision making for buying product or availing services. Consumer himself plays a significant role in providing information about what does a consumer want? They provide information about which brand does he prefer? Consumer behaviour is not static; consumer behaviour undergoes a change over a period of time (Blundell, R., 1988). Like kids prefer colourful or fancy footwear, but as when they grows up as a teenager they may prefer a formal footwear.

India marks the 1st anniversary of demonetisation on November 8, 2017. An analysis was made on the process of demonetisation and its consequences over the past one year. The biggest noticed advantage is that it helped the government to track people who have unaccounted cash. On the other hand decrease in liquidity lead to decrease in demand thereby decreasing in consumer market. At this juncture digitalization endowed businesses a means to run operations and drive profit from it.

Digital era is also called as information age. During 18th and 19th century the business records and transactions followed the traditional ways. But current century is witnessing digitalization. The businesses which used to happen only by visiting shops are now absolutely digitized. Digitalization has improvised year on year. New devises like smartphones, computers, laptops and smart watches are taken into consideration in the market to make the mode of payment. Browsing and purchasing power by consumers have shown a lot of development. Digitalization has also made to build up new applications so that it would be easy for the customers to handle or use the app. Procurement of employment has become easy in this digital era.

Review of literature:

The world is showing a rapid growth in a number of aspects. This has led to development of a lot of resources which has made human task more and simpler. The major reason behind this development is advancement in science and technology. Science and technology has given a rise to the business sector activities which has made the business procedures simpler. Competition is throughout. Due to competition business are being forced to put lot of funds towards science and technology. Failing to invest funds for technology led to lose reputation and increase market competition.

Marketing has been a major aspect is any business. It is the only aspect through which one would make a business a successful one. Consumer satisfaction is the concept which has been discussed throughout the marketing process. The marketing in this generation is done through the digital way and also the advanced way of science and technology (Jozef Matúš,2015). Over the period of time a frequent up gradation in

digitalization has been seen which leads to the increase in competition.

Jozef Matúš(2015) in one of his researches mentioned digitalisation as a basic requirement of doing business these days. It simplifies the way of doing business. It has become a need of time for consumers in order to save time and in availing more options. Some of the purpose in might be to promote product, improve sale proceeds and to aid the marketing process. Consumers, specially the youths are also making this a more beneficial. They have been used to the modern way of purchasing the products. Some of them might also include online purchase of goods and services which will save their time.

Marketing through digital means will enable a business to run in an efficient manner. It enables the business to track their records in a better way. At the same time it is required by the consumer for their better way of purchasing a product. Consumers have been enabled with various services which are atmost required for them. Certain evolution of digital era also includes mobile marketing as their way of interaction with the consumers; mobile marketing is more effective way and also has become a primary way of communication with the consumers. The youths are found to be more involved in the social media and hence the marketing through social media has also turned out to be a more effective way of marketing. Brand recognition of a product is increased by the way of social media marketing.

When consumer tends to purchase a product through online, he/she might have a fear about their transactions (Chung-Hoon Park and Young-Gul Kim,2003). Initially it was a major problem faced by the business, when they had to opt for digitalisation. This was resolved after gaining the mutual trust from the consumer and about their transactions. Once when a business is well versed with the ideology about digitalisation they would proceed with it. In the later stages when there was a growth in the competition consumers started entering into transactions with them. When youths are taken into consideration, they play a proactive role when it comes to the matter of digitalisation (Chung-Hoon Park and Young-Gul Kim,2003). In digital market youths are considered to be the smartest consumers among rest of the category. Hence there is more probability that they would take a wise decision while buying the product.

In case of online business models which includes feedback, has become a good avenue for business. Considering youths to be significant respondents in business as they have great knowledge about feedback process organizations can develop fast and focused. Youths taking part in those activities would add on a good weightage in decision making for the business. This leads to better consumer satisfaction and

Demonetisation as one of the biggest shake to Indian economy has affected majorly all the business sectors (Rani, g.,2016). But the Indian organizations didn't lose their hope. The study which was made by Gunjita kumar(2017) reveals us about its advantage. In this, the research author concluded that consumers got used to digitalisation before demonetisation. The consumers were more aware about the alternative sources, which allowed them to go cashless. The digital era was an essential way where in one could sort out their problems on these sudden changes.

Many online retailers in this era started take advantage of this modern technology (Pandia, p.k., 2017) . When a consumer is out of cash they prefer to pay through online means. The trust which a organizations wants to gain among consumers is very much essential in the digital era. Among many cities in India, Bangalore is considered to be the most influential with digitalization. The youths have much access towards social media and many other digital activities(Vincent, D., & Nithila, T., 2006). The major reason behind youths using the online shopping is just because of its availability. They can access the facility anytime and anywhere. In the present day scenario, people prefer the digital mode of payment rather than having the real time cash transaction. The presented study is theoretical in its nature and conveys the facts about shopping behaviour in digital market place.

As per the study which was made by Dr. Kathetrine Taken Smith (2011) youths are being considered as the best opinions leaders where anyone could collect an appropriate information. Different businesses differentiate on their functional strategies to promote the product this way. The study reveals that over 90% of the total youths own gadgets like mobile phones and PCs they get the brand awareness through them. The digital marketing basically aims at providing the products which are more impressive towards the youths. The youths are moreover addicted towards their gadgets. They are aware about the products only through the social media advertisements

Certain online retailers came up with various extensive offers like applying coupon codes to avail the discounts, giving certain commodities after buying the products initially. This led to the advancement in their business. They mainly captured youths for being a part of this. As youths, they are aware about how to take the advantage through these digital means.

The online marketing increased the number of consumers as it decreases the expenditure incurred by the consumers towards travelling for purchasing. The product will consume a lot of time for this process to happen. Initially the consumers appearing in the outlets were quite frequent due to the lack of digital knowledge in them. Youths are major inspiration for all categories in using digital way of consuming the goods.

When speak about the retail shop keepers in this digital marketing era, there are a lot of businessmen who lost their way of business because of the online marketing. There was no other option for them apart from upgrading themselves and adapting to the new changes which will happen. For youths the exposure promotes consumer and shopping behaviour by telling the importance. By this rest of the users come to know use of this technology and the ways they are taking the active steps in promoting the digital era.

The benefits of online trade is more beneficial one, one could collect the specifications about the product, tracking the product and so on. This will carry add on benefit for the consumer while buying the product. Youths are found to be more active on internet browsing for a lot of information, the advertisements like pop up ADs, the advertisement which is shown in the middle of the video grabs their attention towards the product.

The challenges which are faced by the markets is knowing the demand by the consumer towards the product. The major way of obtaining their attention toward the product is that they should gain a lot of good reviews from the existing consumers. The major way of obtaining this is by providing the good service initially which also pressurises the consumer to give a good review about their product.

As being the youngsters, they prefer seeing the reviews and proceeding with buying the product. So the main intension of the marketer would be with collecting the positive reviews from the consumers. The youths will not take the risk of purchasing the goods without any positive reviews about the product. For instance, the phone which is trending in the market, like having a cheaper price with more features in it consumer will tend to buy that phone by collecting a lot of information about the product with the existing users to make sure that they are not cheated by the seller of the product. This digital era not only grabbed the attention of the youths instead paved a way for all the generation for being the part of it. Hence youths were considered to be the major target while marketing a product.

Research gap and research objectives: Literature survey revealed that digitalization is the need of current business practices. There are many researches available on the effect and influence of demonetization on digitisation. But there are very few researches available stating its influence on Bangalore based youths and the behaviour exhibited by them. Considering it as a vital research gap the objectives of the research has been devised. These objectives behind this concept based study are a) to observe the trend of digital marketing among youths; b) to know the impact of digitalisation and the predominant role played by it before and after demonetisation c) to gain a knowledge of trend of online shopping.

Concept based discussion:

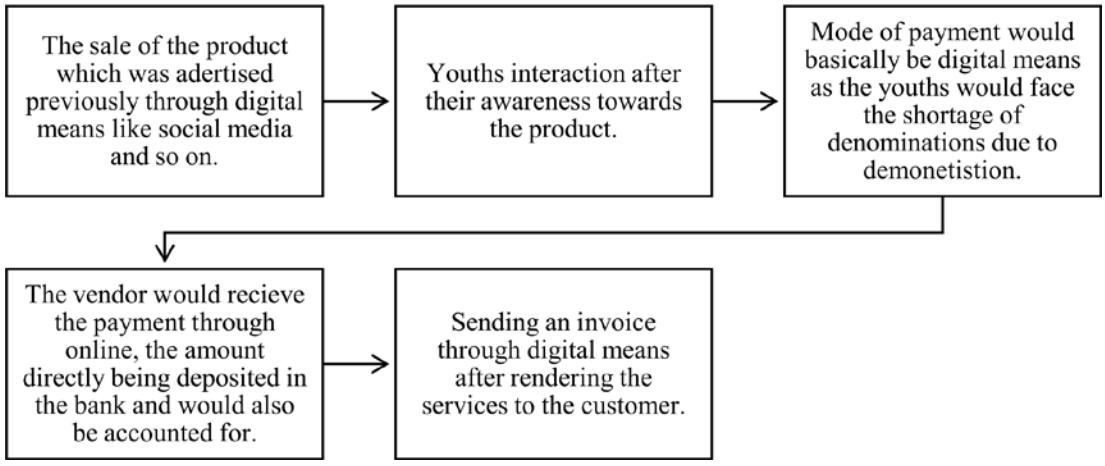
The digital era is turning out to be the familiar concept in the modern age. Literature suggested lots of advantages of digital marketing. The youths are found to be more knowledgeable people amongst all categories of consumers. They understand the modern business trends and how to drive full benefits out of it.

Consumer's perception differs and their behaviour also varies. It ranges from how sellers grab consumer attention to how they manage to sell it. Indian economy has witnessed many situations wherein consumers themselves choose for digitalisation. Consumers had no option apart from opting for digitalisation. The metropolitan cities like Bangalore which is considered to be a IT hub are among the few first ones to opt for digitalization. The previous studies tell that the youths are much exposed towards this digital era. They took the active steps to resolve this problem of demonetisation through digitalization.

Social media being vast mode of marketing sites these days has caused a lot of effects to the marketing sector. People advertise their products through social media. A lot of advertisements can be seen on familiar social sites like Facebook, Twitter and Instagram. A restaurantt (Kraak, V. I., Gootman, J. A., & McGinnis, J. M. (Eds.)., 2006), like Onesta is exclusively dependent on the use of social media. They try to impress a lot of customers by providing them with some great deals. This not only attracted the youths but all the categories of customers.

There are various marketing models and advertising models to sell product in an efficient manner. These models acted as pro-active step in marketing. They convey lot of strategies which improvise businesses. One of the best strategies that the business found was to utilize digital marketing. It not only promoted but also helps selling goods or services in this digital era. The change in the consumer behaviour (specially the youths) after demonetisation is shown in figure I.

Figure I



Youths were the major target market they got an idea of how this digital market would work out. Bangalore based youths are very well versed in technologies. Hence this was the mantra of the marketing process, especially when it comes to the digital era. It was advisory that not only the youths taking the major part in it. It was the responsibility of each and every individual to get used to it.

Conclusion and Limitation:

With the boom in technology through smartphones and tablets the digital marketing has reached a new high. Those who were previously unaware of technology are now learning about it. From the above theory based discussion we conclude that technologies are becoming a more complex driving force in the societal developments. Consumer behaviour in digital age is an ever-changing and ever-expanding anomaly. Staying in tune with consumer behaviours, tastes, and impending trends can help brands stay relevant, visible and engaging the customer base and prospects. It is ever more difficult to predict the ways in which new technologies shape societies and societies shape technological developments. As noticed for the music industry which turned its products into the digital, with this the music download stores have become a successful business. The reasons can be searched for both in technology and in the changed consumer behaviour. When technologies do not meet consumer's primary needs and wants, they will most apparently fail to achieve organizational objectives. The current study shows technology and its characteristics are only one side of the coin. The other side, being perhaps even more important, is the psycho-sociological factors behind the consumers' thinking and behaviour. These factors include attitudes, social pressure and an individual's ethical thinking. A drastic change in modern societies took place in the middle of

the 1990's when the internet started to infiltrate everyone's life. Individuals born during those few decades are usually referred to as Digital Natives.

This study is limited by the facts the time duration. It focuses mainly the Bangalore based youth's lifestyle and their digital behaviour. In the series of our studies, we had several opportunities to study the thinking and behaviour of adolescents and young adults. Further studies can bring on empirical examination of presented theoretical discussion. In extension of current concept can also compare the digital behaviour of older age groups with youths. Although no systematic comparison research on the phenomena exist in literature. A study of triangular relationship between technology, business and consumer exists in literature but how it is affected by a new consumer generation, both directly and indirectly still need to be done.

Digital piracy and the generation's attitude towards it gives a good example of power exhibited by youths on businesses. It also implies that these issues are becoming ever more societal concerns. India being most populated country is trying to gain access to digitalization to all the sections of the society. Though it will be a slow process but the motive to make India a paperless country is a good thought. It is necessary to make people aware and educate them to use it efficiently and effectively. Thus Digitalisation has made a tremendous change in the society and the country is slowly encouraging their citizen towards Digital India is a good move.

Managerial implications:

In the fast growing world, due to factors like liberalisation, privatisation and globalisation, the key managerial success depends on how the business attempts various adverse situations. The responsibility of each business is to satisfy consumer needs as well as the wants at the same time. The manager's responsibility is to lead the business in the successful path and to cross all the hurdles which will occur in the usual stages. Managers make customers work simpler as they expect. The only way through which one could attend this success is through the digital means. The digital means has shown a lot of up gradation in this digital era.

Presented research suggests that the existing business and the future business ventures should get used to the new technology which has been adopted by most of the successful business enterprises. Some of the businesses which are making the whole use of digital technology make the utmost utilisation of available resources.

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