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DIGITAL MARKETING ON ADULT BUYING BEHAVIOR AT RELIANCE SMART BAZAR IN HYDERABAD

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Abstract: Digital Marketing has created a very huge buzz in today's world. It is very popular in the younger generations, but the middle and the older generations are also not untouched by the wave of its scope. On domestic front it is used for interacting with friends and relatives and for the purpose of socializing. On professional front, it has been widely used for acquiring markets by new business ventures. Many established organizations are undergoing operational change in their traditional practices in order to adapt to this online environment for promoting their products and services globally. Social media has been the most recent and booming technological innovations. It offers a wide range of benefits. Interest and curiosity to gain more knowledge in the field of social media has been the main ground for selecting the topic of social media for the research purpose. Advertisers are increasingly using digital and social media for mainline advertising campaigns rather than one of marketing exercises. Digital and social media are now becoming the new barometer to gauge the popularity of a campaign before it is released on mass media. To keep up with consumers' digital advances, retailers are becoming savvy, implementing strategies and programs via smart phones, tablets and other digital venues. Digital marketing can take the form of push messaging, in-store digital signage, location-based promotions, email messaging and much more. This paper tries in understanding various aspects of digital marketing while connecting with younger audience the research is also important to identify Market size, growth and Market Potential of Reliance Smart Bazar. The research shows future Scenario of Reliance Smart Bazar in current perspective.

Keywords: Digital Marketing, Online, Promotions, Customer Purchase Decision.

INTRODUCTION

In recent years the online environment is viewed by users from a new perspective, in a commercial way. Its development and the emergence of online stores have turned users into consumers. Also, the most important role of social media has changed the way of how consumers and marketers communicate. The Internet allows different forms of media to converge. What once used to be multiple separate devices such as a telephone, television, or personal computers have now merged into single technological devices that are made commonly available in user-friendly formats. Convergence has an important impact on user habits, including those of children as well as affecting business advertising practices, revenues, content offerings and financing.

Digital Marketing is crucial platform in brand development, brand promotion and brand management. This research evaluates how the digital media has helped in enhancing the concept of Brand Positioning, for different brands that exist and how it had an effect on the consumer behavioral patterns to create a positive image. In the process.

A powerful global digital marketing system—designed to deliver personalized interactive commercial messages wherever we are—is emerging as one of the principal features of the internet era. Advertisers and marketers around the world are collaborating to perfect what they are calling a 'media and marketing ecosystem.'¹ Harnessing the interactive capabilities of social networks, broadband video channels, mobile services, video games, and virtual worlds, marketers are, not surprisingly, focusing much of their attention on children and adolescents. Products linked to the youth obesity epidemic are now regularly advertised through such digital advertising strategies, with food and beverage companies playing a major role developing this new marketing landscape. Beyond junk food, of course, consumers young and old will increasingly face a dizzying array of sophisticated pitches delivered to their personal computers, mobile devices, and digital TVs. Pharmaceuticals and other health care products, toys, autos, travel, and (if we can afford it) mortgages and loans, are already being marketed in the United Kingdom and elsewhere using cutting-edge online advertising strategies.

LITERATURE REVIEW

Informational society influences affects the consumer decision processes and product evaluations. Social media provides a new channel to acquire product information through peer communication, (Kozinets, 1999) Moreover, by using social media, consumers have the power to influence other buyers through reviews of products or services used. Consumers are also influenced by other psychosocial characteristics like: income, purchase motivation, company presentation, company or brand's presence on social networks,



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demographic variable (age, sex, disposable income etc.), workplace method of payment, type of stores (online or physical), etc. In this paper we study the influence of social networks on the decision to purchase in the online users. The first section presents a brief introduction to the chosen theme, followed by relevant information on literature review, where are presented previous specialized studies. The second part describes the research methodology and data analysis. Finally, we present conclusions, research limitations and some directions for future research study.

The scope of this research is to identify the buying behavior of customers of Reliance Smart Bazar. This research is based on primary data and secondary data. It provides help to further the research for organized retail sector. It aims to understand the skill of the company in the area like technological advancement, competition in management. Mobile phone and social networking sites have been given special identity in terms of using DM. The present study helps researcher to put the theoretical concepts into practice this project helps the various campaigns to know the impact of Digital Marketing on Youths Buying Behavior Pattern with Special Reference to Reliance Smart Bazar, Udupi.

The study is also to have an insight about customer general opinion about the Reliance Smart Bazar. Such a study will help the organization to assess the business opportunities in different segments, which in turn will help in knowing to what extent it needs to promote its business so that it can strategically position itself to the customer's needs. This research study entitled towards the impact of Digital Marketing on Youths Buying Behavior Pattern with Special Reference to Reliance Smart Bazar, Udupi.

A. Statement of the Problem

Impact of Digital Marketing on adult Buying Behavior at Reliance Smart Bazar in Hyderabad

1) Objectives of the Study

- 1) To Study the opinion on Present Digital Marketing effort initiated by Reliance Smart Bazar.
- 2) To understand the Impact of Digital Marketing for Promotional activities of the company.
- 3) To know and understand the attributes attracting Customers to shop using Digital Marketing.
- 4) To know the effectiveness of advertisement in Digital Marketing and their effects on some of the customers decisionmaking in buying pattern.

2) Sampling Plan

- 1) Sample Unit; respondents in only Hyderabad
- 2) Sample Size: 100.
- 3) Sampling Selection: Random sampling
- 4) Sampling Techniques- Probability
- 5) Sampling Instrument- Structured Questionnaire
- 6) Sampling statistical Tools- Weighted Mean score, percentage method

3) Limitations of the study:

1. The study was done for short period.
2. It was assumed that all response given by respondents is true and unbiased.
3. Some respondent refused to participate in the survey and that affected the study
4. By busy schedule of the respondents it is difficult to extract more information from them.
5. Time is one of constraint to meet respondent.

I. ANALYSIS AND INTERPRETATION OF DATA

A. Gender of respondents

Sl no	Gender of respondents	No. of respondents	Percentage
1	Male	66	66.0
2	Female	34	34.0
	Total	100	100

Source: Survey Data



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1) Analysis

It can be observed from the above table that about 66%(66) of the total respondents are male and 34% (34) are female

B. Age group of respondents

Sl. No.	Age group of respondents	No. of respondents	Percentage
1	16-20	26	26
2	21-25	14	14
3	25-30	35	35
4	30-35	25	25
	Total	100	100

Source: Survey Data

1) Analysis: The information presented in above table shows that 26% (86) of respondents belongs to age group of 16-20 years, 14% (14)of them from 21-25 years, 35%(35) are from 25-30 years and 25% (25) are from 30-35years.

C. Education of Respondents

Sl. No.	Education of respondents	No. of respondents	Percentage
1	SSC	15	15
2	INTER	17	17
3	UG	28	28
4	PG	20	20
5	PhD	00	00
6	Others	20	20
	Total	100	100

Source: Survey Data

1) Analysis: It can be observed from above table that about 15% (15) of the respondent education is SSLC, 30.8% (77) of them have PUC,about 27.2%(68) are having UG, about 19.5% (49) are from PG & 15.6%(39) of them are in others.

D. Occupation of Respondents

Sl. No.	Occupation of respondents	No. of respondents	Percentage
1	Student	10	10
2	Businessman	12	12
3	Govt. employee	00	00
4	Professional	24	24
5	Others	54	54
	Total	100	100

Source: Survey Data

1) Analysis: It can be observed from the above table that 10% (10) of the total respondents are students, 12 % (12) of them are businessman's, 24% (24) are from professionals and 54% (54) are from other occupations.

E. Table showing Monthly Income of Respondents

Sl. No.	Monthly Income of respondents	No. of respondents	Percentage
1	Below Rs10,000	60	60
2	Rs10,000- Rs20,000	10	10
3	Rs20,000- Rs35,000	25	25
4	Rs35,000 & Above	05	5
	Total	100	100

Source: Survey Data

1) Analysis: The above table shows the 60% (60)of respondents have their income level below 10,000, 10% (10)of their income is



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between 10,000-20,000, 25 % (25) of them having income between 20000-35,000 and about 5% (05)of them 35,000 and above income level.

F. Table showing Living Area of Respondents

Sl. No.	Living Area of respondents	No. of respondents	Percentage
1	City	60	60
2	Sub urban	30	30
3	Village	10	10
	Total	100	100

Source: Survey Data

1) **Analysis:** From the above table shows the 60% (60) respondents are living in city and 30% (30) are from sub urban & 10% (10) are from the village.

G. Do you use Internet

Sl. No.	Particulars	No. of respondents	Percentage
1	Yes	95	95
2	No	05	5
	Total	100	100

Source: Survey Data

Analysis: According to above table it is clear that out of 100 consumers contacted, 95% (95) respondents are using the internet and 5% (05) are the non-users of the internet.

1) If Yes, Do you think Digital Marketing efforts of the Reliance Smart Bazar Company are more effective in reaching the Customers

Sl. No.	Particulars	No. of respondents	Percentage
1	Strongly Agree	32	32
2	Agree	35	35
3	Neither Agree nor Disagree	18	18
4	Disagree	10	10
5	Strongly Disagree	5	5
	Total	100	100

Source: Survey Data

1) **Analysis:** The above table shows that 32% (32) respondent will strongly agree that Digital Marketing efforts of Reliance Smart Bazar are not more effective in reaching the Customers, 35% (35) respondent will agree, 18% (18) respondent will Neither agree nor disagree, and 5% (05) respondent will Strongly Disagree for the same.

II. FINDINGS

The overall project is mainly about how effectively Reliance Smart Bazar has done Promotional activity to attract customers and to know the effectiveness of Digital Marketing for promoting their company. In this project the major findings are as follows.

- Reliance Smart Bazar is undoubtedly the number one retailer in India. It has built a very emotional and cordial relationship with its customers. It is also very intending to build long term relationship with all its stakeholders which are very essential for a successful business venture.
- Reliance Smart Bazar has definitely succeeded in keeping up its image of a value for money store, as its price has been rated positively.
- The promotions are not hitting the target. Although Reliance Smart Bazar has been promoting their offers, most of the customers are introduced to these only at the store.
- Today customers look beyond price, such as quality, employee behavior, store atmosphere etc. Reliance Smart Bazar has scope for improvement in these fields.
- Out of 100 respondents, it is found that 51% (51) of the respondents are using the internet for browsing and 44% (44) are using Internet for Social networking sites such as Facebook, Twitter.

III. SUGGESTIONS

- Advertising is the basic and most prominent tool to increase the awareness of product. So, Reliance Smart Bazar should use this tool to increase their share in the market by utilizing the present Digital Marketing efforts initiated by them.



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- Retail business is successful only when they have a good customer services. Customer loyalty can only be gain by providing good or satisfied services to the customers and this can be possible by effectively utilizing promotional activities such as Advertisements that too in Digital Marketing area.
- Reliance Smart Bazar has been successful in keeping up its promise of providing value for money goods, but today customers look beyond price, such as promotional activities, quality, employee behavior, store atmosphere etc. Reliance Smart Bazar has scope for improvement in these yields that too providing Advertisement in Digital Marketing.
- Reliance Smart Bazar should also concentrate on increasing the frequency of showing Advertisement in Social Networking Sites such as Facebook, Google+ & Twitter etc. and also in search Engine sites such as Google, Yahoo, Babylon, Ask etc.
- Reliance Smart Bazar should also concentrate on selling products from an online auction site or Online Shopping Sites by selling Food and Grocery items directly to the customers so that the customers can purchase these products through online website on a regular basis.

CONCLUSION

In recent years the mall culture is increased in India because of its unique shopping experience. Today customer as a wide range of choice at one roof and only because of the hyper market and Reliance Smart Bazar is one among the leading hyper market in the country. Reliance Smart Bazar concentrates on all level of the customers. The customer preferences and needs are increasing day-by-day because of increase in their purchasing power they need new and innovative products. The huge internet user and mobile subscriber base in India as well as the World is a boon to Brand Market for Brand Promotion.

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