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Previous 1 Next

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Abstract:

There have been a lot of developments in marketing throughout the years. From a seller's market to a buyer's market, the landscape has shifted. The market is becoming more competitive. The goal of this research is to determine the effects of buzz marketing on online customer behaviour. Electronic media, such as the Internet and the World Wide Web, are used to promote products and services in order to meet a wide range of client needs via a practise known as "e-marketing." Modern internet technologies are used by marketers to expand their businesses effectively. Previously time-consuming tasks may be completed in a few clicks owing to the Internet's power, which has seen a dramatic rise in India's Internet adoption over the last decade. Because of the enormous potential, businesses have found this to be an effective medium for advertising. In this research, we look at the numerous aspects of internet advertising that influence people's ability to remember such ads. Over 1000 people were surveyed using a quantitative method.

Keywords: Impact of e-Marketing, Online, Internet, Floating Advertising, E-Shopping Behavior, Buzz Marketing.

Introduction:

Electronic marketing is the use of communication technology and the most recent electronic technologies through the Internet to promote products and services. E-marketing encompasses all of a company's efforts to market, advertise, and sell its products and services through the internet. On the topic of consumers' habits is also covered in this chapter. The chapter explains the differences between traditional marketing vs marketing as well as the current position for online E-marketing and shopping throughout the world as well as in individual countries.

As a new communication channel, the Internet has drastically reshaped the world's media landscape. Companies gain greatly from this fast-growing technology because of its ease of use and its availability to a wide range of customers. Since the Internet's interaction is one of its most important features, it brings a new level of connection between customers and businesses, fostering a strong sense of care amongst them all.

- E-commerce — Products sold directly to the general public, consumers, or businesses.
- Publishing Services — advertisements are sold at this location.
- Lead-based websites — Like policy bazaar, sulekha generates sales leads and either sells them to a third party or uses them internally to create revenue via the right channel.
- Affiliate marketing — Reward-based marketing technique where a reward is offered to those who promote a product/company/website to their friends/relatives/etc.

Literature Review

MONIKA GUPTA, PRIYANSHU SANGAL (2020) When it comes to connecting consumers with local and global marketers, the Internet is a strong medium. E-marketing has grown in importance as a means for companies to meet customer wants and expectations thanks to technological advancements. E-marketing is utilised by the marketers to advertise their goods and services. There is a constant flow of information from television, commercials, magazines, newspapers, and the internet nowadays. In today's world, the internet has opened up a plethora of new marketing avenues for businesses. These days, the traditional techniques of promoting a product are being supplanted by newer approaches such as email marketing, Google Ads, and more. As a result of using this internet marketing strategy, businesses may quickly connect with a larger number of potential consumers and get valuable feedback from them. An investigation of Emarketing and its influence on customer purchasing behaviour as well as their knowledge and acceptance level of EMarketing is the topic of this research report. Online



buying clients confront several difficulties, according to a recent survey.

Sanjay Hooda, ET AL (2017) In this research, we explore the relationship between important consumer behaviour attributes and their E-marketing context. Consumers in Jaipur have been asked to participate in a research to see how e-marketing affects their purchasing decisions. Results reveal that internet use is widespread, regardless of age or gender. However, there is a considerable variation in the age and characteristics of internet commerce, but this has nothing to do with gender. The majority of those polled are wary of making online purchases due to worries about their personal information being compromised. People of all sexes and ages, particularly those between the ages of 18 and 30, prefer using a credit card to make online purchases since it is more convenient and saves them time. In order to meet the long-term goals of E-marketing and E-commerce, this paper provides guidance on how to improve the distribution and promotion of web-products and services.

DHANI SHANKER CHAUBEY (2015) Previously time-consuming tasks may be completed in a few clicks owing to the Internet's power, which has seen a dramatic rise in India's Internet adoption over the last decade. Because of the enormous potential, businesses have found this to be an effective medium for advertising. Consumers are more likely to remember internet commercials if they have a positive association with the advertisement. More than 1,000 people completed a questionnaire and their replies were analysed using a quantitative technique. A total of 413 responses (41% of the total) were found to meet the pre-specified criteria. The efficiency of several elements was also investigated. The findings show that animated ads and banners with simple text are very successful in encouraging customers to remember online marketing and subsequently execute commercial transactions. Embedded video, floating advertisements, and pop-up advertisements were shown to be less successful than animated banners and simple text banners, according to the study. The findings of this study reveal a number of beneficial tools for both consumers and company owners. Other terms for floating ads include animated ads, online ads (such as banners), and so on.

BAMINI KPD BALAKRISHNAN (2014) The 21st-century mode of operation is social media. Because of the social media apps built on Web 2.0, human connection has grown to unprecedented proportions. Social media marketing has been shown to have a positive influence upon brand loyalty and purchase intention among Millennials, according to this research. Malaysian universities' undergraduate students are randomly surveyed and given a questionnaire. A 75 percent response rate was achieved with the distribution of a hundred questionnaires. Mean and regression analyses were used to examine two statements and three hypotheses. There is a strong correlation between brand loyalty and product purchase intention via the corporate website and social media platforms as a consequence of E-WOM, online communities and online advertising. According to these findings, social media marketing has emerged as a critical technique for reaching the burgeoning youthful demographic. It also shows that contemporary marketing relies heavily on the internet, allowing marketers to contact clients more quickly and effectively. Using social media to promote a product or brand is a viable option for global brand players, as this study shows.

ALIREZA MOHAMMADPOUR (2014) Social media marketing's impact on consumer online buying was evaluated in this research using the path analysis approach to examine the influence of value capital, relational capital and brand capital. This research involved 169 Tehran University students. Value, relational, and brand capital questionnaires were filled out by the participants. e-shopping of consumers social media marketing has a good and substantial influence on value capital, relational capital and brand capital, according to route analysis data. Relational capital has a direct, positive, and considerable impact on both value and brand capital. E-shopping was directly and positively influenced by three factors of value capital, relational capital, and brand capital. Through value, relational, and brand capital, social media marketing has a good and large influence on e-shopping consumers. When it comes to consumer e-shopping, brand and relationship capital has an indirect but important influence. Results from this research show that social media and e-shopping are linked via the use of value, relational, and brand capital characteristics.

Methodology

For a research project, the design is a plan or framework for doing it. It discusses how to get the information needed to frame or answer research questions. An investigation on customer behaviour and attitudes regarding online ad banners and user-generated product reviews and ratings is the focus of this thesis. A social phenomenon is explained using an interpretive methodological tradition in this work. In-depth interviews and a set of questionnaires are used in the research design, which combines qualitative and quantitative methods. In the revising and reworking of the structured questionnaire, the qualitative study's results aid. A literature survey, a qualitative investigation, and a quantitative study are all part of this research. In the literature survey phase, secondary sources are used extensively. During this stage, a list of pertinent research concerns was

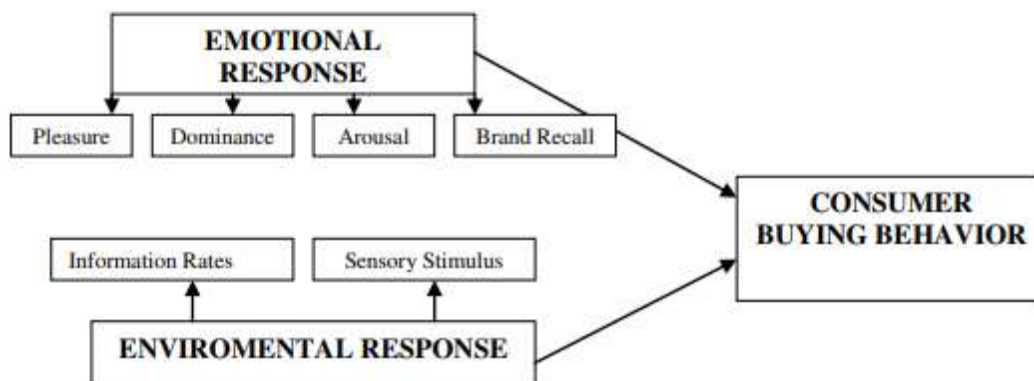


compiled, from which the research questions were derived. The second portion of the research study was designed to conduct in-depth interviews to answer the research questions. The quantitative investigation is the third phase of the research. Consumers were surveyed in this part of the research to verify the results of the qualitative study. Structured questionnaires were employed in the quantitative phase, produced in the second study phase. The steps and organisation of this research project are laid out in further depth.

Sample and Procedure: One of the populations of this research was the customers of Indian telecom companies who utilize a variety of services, as well as those who go to these companies' headquarters to shop for new services. A suitable sampling approach (probability sampling) was used. The company sent out a total of 200 surveys to those who filled them out on purpose. The instrument's reliability was tested after 50 questionnaires were completed, and the alpha value was determined to be 0.71. Reliability may be accepted at 0.70 according to Hair et al. (1998). The instrument's good dependability is shown by its alpha value. 150 more replies were gathered after that. Results were gathered in 45 days using a questionnaire that has been used in earlier studies. These replies were then analysed using SPSS version 16.0. Multiple regression was performed since this was a correlational investigation.

Instrument: There are two subcomponents to this instrument. Previous research was used to create the items. Information on respondents such as gender and age are included in the first part of the questionnaire. A nominal scale was used to measure this region. After a brief introduction to three factors (customer purchasing behavior and two independent variables), the second portion discussed the research variables (emotional response and environmental response). On a five-point likert scale ranging from strongly disagree to strongly agree, 1 was the lowest degree of agreement and 5 was the highest degree of agreement, the emotional response (seven items) was taken from and the environmental response (five items) was taken from the study of and there were seven items of consumer buying behaviour and the scale was taken from the study of.

Figure 1: Research Model



A descriptive study is used to examine the impact of customer behaviour on e-marketing. The population of JAIPUR (Rajasthan, India) is shown below. Only urban professionals, students, and other educated citizens were included in the sample. According to age, income, and occupation, the population is separated into three strata. Random sampling was used to choose 25 respondents for each stratum. For the sake of simplicity, the sample size for this study is set at 75. As the qualities evaluated were non-parametric, questions were formulated using the Nominal and Ordinal scales. Data was gathered from respondents in city malls (City Pulse, Vishal Mega Mart, Inox) and cyber cafes (Reliance Web World, Sify Internet Cafe) after verifying the validity and trustworthiness of the questionnaire. Data was coded since the scale employed in the questionnaire was non-parametric in character. Use of SPSS 17.0 as a statistical analysis tool was documented in the study. The CHI Square test was developed to establish the causal-effect link between several variables.

Primary Data Questionnaires are used to gather the data for this study. Respondents were asked to fill out a questionnaire, and we asked them to answer each question honestly.

Secondary Data Secondary data from e-books, books, and journals was used to build the theoretical section of this study.

Sample Size A random sample of 103 people was chosen to represent both online shoppers and those who prefer the more conventional approach to purchasing.

Methodologies and design for this study are explained in this chapter, which uses a mixture of qualitative and quantitative



methods. In studies done concurrently or sequentially, qualitative research gives insights and comprehension of the issue setting. Quantitative research, on the other hand, provides data that can be analysed numerically. Using interpretive phenomenological analysis, researchers in the qualitative section of the study were able to discover new ways to look at and understand real-life events.

Results and discussion

All of our respondents' replies have been examined. These replies are summarised as follows: We received the greatest replies from the urban region, which is around 88% of the population, as well as those between the ages of 12 and 25 (the "young generation"), most of whom are students. Our 97% of respondents are aware of E-Marketing and its techniques, while just 3% of respondents are not aware of E-Marketing. As a result, the broadest possible audience is familiar with E-marketing techniques. Social media and television commercials are the most common methods of informing the public about E-commerce and online purchasing.

Table 1: Demographic Features

Particulars	Category	No. of Respondents	Percentage of Respondents
Gender	Female	50	48.54
	Male	53	51.46
Area	Rural	13	12.62
	Urban	90	87.38
Age Group	12 to 18	50	48.54
	18 to 25	32	31.07
	25 to 35	6	5.83
	35 to 45	5	4.85
	45 to 60	8	7.77
	60 above	2	1.94
Profession	Student	67	65.05
	Service	21	20.39
	Businessmen	4	3.88
	Housewife	8	7.77
	Retired	3	2.91

When it comes to the preferred method of purchasing, half of our respondents prefer to purchase online, while the other half prefer to shop in a brick-and-mortar store. Clothing and footwear make up the majority of online shopping purchases, with around 45 percent of respondents preferring to do so. Stationery, Jewellery, and groceries are the least popular purchases. The vast majority of our respondents prefer to purchase online because they have access to unusual goods that they can't get in their local stores. In addition to the wide range of items, internet shopping is a key benefit. Colors, sizes, shapes, qualities, and price points abound on online purchasing sites. Customers prefer to purchase online for these things because of the low rates they can get them for.

The majority of internet users are between the ages of 18 and 30. The CHI SQUARE test is used to confirm the above hypothesis. In this study, there was no significant correlation between the age of the respondents and the amount of time they spent on the Internet. According to the results, there is a correlation between the age of the respondents and the amount of time they spend on the internet. There is a high correlation between respondents' age and internet browsing, therefore the null hypothesis is rejected at =0.00, and the alternative hypothesis is accepted. In contrast, the test data demonstrates a substantial correlation between respondents' occupations and their internet browsing habits.

Internet use is completely unaffected by gender. There is a chi-square test between internet browsing statistics and the respondent's gender. At a 72.9 percent level of significance, the Chi-square test value is 31.093. No correlation between gender and internet browsing was found in the study participants. Using chi-square statistics, we can see that the computed value at 15 degrees of freedom is 57.653 at a significance level of 0.0 percent. Because of this, the null hypothesis is rejected and the alternative hypothesis is accepted that the respondents' income and purchase choice have a substantial relationship. In addition, there is a considerable disparity between the respondents' age, employment, and their buying choice.



An agreement-to-disagreement scale (likert) was employed to measure respondents' responses in the research. According to the results, 65% of respondents agreed or strongly agreed that internet items are easily accessible. Furthermore, the vast majority of respondents judged internet buying to be more convenient and time-saving than traditional brick and mortar shopping. Below is a pie chart illustrating the same.

For the purpose of verifying the aforementioned hypothesis, participants were asked to evaluate the cons of online shopping on a scale of 1-5, and it was found that 52% cited security concerns about the exposure of personal information as their top worry. The absence of a physical presence was identified as the second most important factor by 47 percent of those polled. While quality and authenticity of the given items and services were ranked fourth by 48% of those surveyed. Any correlation between gender and online trade security concerns and lack of physical approach, as well as product/service quality & authenticity is investigated using a Chi-Square test. Gender and security concerns, absence of physical approach, and the quality and authenticity of the products/services supplied through online trade are all factors that support the null hypothesis at alpha of 72.9 percent. As a result, the results imply that there is no correlation or difference between the disadvantages of online trading and respondents' gender. The results of the Chi-Square test reveal that there is a correlation between respondents' age, wealth, and the following disadvantages.

The following data illustrates how environmental and emotional responses influence Pakistani consumers' purchasing decisions. Hypothesis 1 is confirmed by the data, which shows a significant positive correlation between the dependent and independent variables ($p < 0.05$). Hypothesis 2 is, on the other hand, ruled out because of the lack of significance between it and ($p > 0.05$).

Table 2: Beta Coefficients, Standard error in parenthesis, t-value in Brackets and p- values in italics)

Constant	IV ₁	IV ₂	R ²	F-Statistics
1.608 (.250) [6.423]	.542 (.491) [11.164]	.011 (.063) [0.183]	.610	30.144
.000	.000	.855	-	.000
Result of Hypothesis	H ₁ Accepted	H ₂ Rejected	-	-

Legend: Constant: Consumer buying behavior

IV1: Emotional response

IV2: Environmental response

The findings demonstrate that the dependent variable, consumer purchasing behaviour, is significantly affected by the independent variable, emotional reaction (t-value [11.164] and $p < 0.05$), whereas the t-values of the environmental response ($p > 0.05$) have little effect on consumer purchasing behaviour. When we do the test with a significance level of 0.05, the F statistic comes out to be ($F = 30.144$). R² (0.610) and R (0.511) indicate that these variables account for 61% of the model's variance, based on their R values. Goldsmith & Lafferty (2002) found a correlation between emotional reaction and customer purchasing behaviour. According to the findings, consumers' purchasing decisions are positively influenced by their emotional responses. Customers only purchase things that have a strong emotional connection to them. The findings of the research are encouraging. Response to the experience Predominance of Satisfaction the Environment's Response to Arousal Inquiry Costs Stimuli for the Senses Buying Attitude Of Consumers Brand Recall the 118 link between a consumer's reaction to the environment and their purchasing decisions. According to this study's findings, however, consumer purchasing decisions are unrelated to environmental responses.

Conclusion

Consumers in India are used to receiving high-quality products and services from contemporary businesses. When it comes to firms in India, India consumers are eager to see how organization's use electronic marketing strategies into a company's overall marketing strategy, based on their target audience's habits and preferences. E-commerce is changing the way people across the globe do business. The business-to-consumer sector of online sales has grown rapidly in the previous several years. Customers from both developed and developing nations are becoming used to the new shopping channel. Internet marketing is transforming company practices throughout the globe at an accelerating pace. Over the last several years, online sales in the



business-to-consumer sector have grown significantly.

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