

**“A STUDY OF CONSUMER PREFERENCES TOWARDS ONLINE
MARKETING AMONG THE YOUTH”**



**A report submitted to Department of Commerce, Higher And Technical
Institute, Mizoram (HATIM) for the academic year 2023-24**

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CERTIFICATE

This is to certify that the dissertation entitled A STUDY OF CONSUMER PREFERENCE TOWARDS ONLINE MARKETING AMONG THE YOUTH submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by REMRUATPUIA CHHANGTE under my supervision. He has fulfilled all the requirements laid down in the MZU regulations of Mizoram University. This dissertation is the result of his investigation into the subject. Neither the dissertation as a whole nor any part of it was ever submitted any other University for any degree.



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DECLARATION

I, REMRUATPUIA CHHANGTE, hereby declare that the subject matter of this dissertation is the record of work done by me, that the contents of this dissertation did not form to anybody else, and that the dissertation has not been submitted by me for any research degree in any other university or institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date : / /

Place :

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Student

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Firstly, I thank the Almighty God for showering his grace upon me throughout my research period. May his name be glorified forever more.

Secondly, I would like to give my special thanks to the Supervisor of Miss Vankhawpuimawii Pachuau for her constant support and tireless guidance.

Lastly, I would like to extend my gratitude to Mr. Vuansanga Vanchhawng, the Principal of HATIM and Mrs Vankhawpuimawii Pachuau, Head, Department of Commerce for giving me the opportunity to undertake this study and prepare a project report on it.

Thank you,
Remruatpuia Chhangte

LIST OF CONTENTS

CHAPTER	CONTENTS	Page No.
	CERTIFICATE	i
	DECLARATION	ii
	ACKNOWLEDGEMENT	iii
	LIST OF CONTENTS	iv
I	INTRODUCTION Conceptual Framework Literature Review Rational of Project Study Statement of the Problem Objective of the Project Research Methodology Limitations of the Project Chapterisation	1-5
II	ANALYSE AND INTERPRETATION	6-34
III	FINDINGS AND DISCUSSION	35-37
IV	SUGGESTION AND CONCLUSION	38-39
	BIBLIOGRAPHY/APPENDIX	40-44

CHAPTER I
INTRODUCTION

INTRODUCTION

Rapid growth of technology and networking has opened new avenues for online shopping in far and remote areas of India and other countries as well. Online Marketing/E-business is becoming a great avenue of business for entrepreneurs as well as for existing businessmen. With the advancement in networking speed and penetration of smart phones more and more customers are inclining towards online shopping because of heavy discounts, lower of price, its quality and variety of products to choose from. The present paper is an attempt to reveal customer's perception towards online shopping among the youth and the factors leading to increasing inclination of customers towards online shopping.

CONCEPTUAL FRAMEWORK

Online shopping is a form of electronic commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser, online shopping page, and some other mobile applications. Consumers find a product of interest by visiting the website/page of the retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. In today's world, customers can shop online using a range of different computers and devices, including desktop computers, laptops, tablet computers and smartphones.

An online shop evokes the physical analogy of buying products or services at a regular "brick-and-mortar" retailer or shopping center; the process is called business-to-consumer (B2C) online shopping. When an online store is set up to enable businesses to buy from another businesses, the process is called business-to-business (B2B) online shopping. A typical online store enables the customer to browse the firm's range of products and services, view photos or images of the products, along with information about the product specifications, features and prices.

Online stores usually enable shoppers to use "search" features to find specific models, brands or items. Online customers must have access to the Internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interact-enabled debit card, or a service such as PayPal or Cash on Delivery method with some condition to be followed. This project mostly cover for physical products (e.g., paperback books, various instruments or clothes), the e-tailer ships the products to the customer; for digital products, such as digital audio files of songs or software, the e-tailer usually sends the file to the customer over the Internet. Some of the most common online retailing corporations are Flipkart, Amazon, Myntra, Nike.com, e-bay, etc.

REVIEW OF LITERATURE

The literature review is carried to critically review the research variables and review precious works related to the study for better understanding and knowledge. This review contains about the review of the consumer preferences towards online marketing among the youth.

Kierkowski Mc Quade, Waitman and Zeisser (1996) explain digital marketing or online marketing as promotion of product and service via one or more form of digital marketing or electronic media.

Bellman et.al (1999) examined various predictors for whether an individual will purchase online and they concluded that demographic variables such as education, age and income, have a modest impact on the decision of whether to buy online, where as the modest determinant of online shopping was previous behaviour, such as earlier purchases. Therefore demographic factors are not much influenced on the purchases.

Bird (2007) defines digital/online marketing as a communication activities conducted over media using digital transmission that establishes a direct relationship between a company and its customers or prospects as an individual.

Kotler and Armstrong (2009) defines digital marketing as a form of direct marketing which links consumers with seller electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive televisions, mobile communications etc.

Alka Kumawat and Tandon (2014) made study using questionnaire with 200 customers as a sample. The study revealed that customers are very satisfied towards online shopping because of the delivery system is working effectively therefore customers are doing shopping again and again

Haider and Shakib (2018) studied about the online marketing and the influence of consumer buying behaviour. This study revealed that there is a positive impact of all the variables on consumer buying behaviour. It is also revealed that the consumers are more motivated to buy a product when they see an advertisement of it somewhere, they also feel safe to buy a product that they have seen an advertisement of Consumer develops a level of trustworthiness for a brand they have seen advertisement of and they were even noted to collect information of products from advertisement, get to know about the usage and benefits of product and then make a purchase decision based on that.

Bashir and Malik (2010) examined the study of Online marketing advertisements effects on Consumer behaviour of University Students. The study found that advertisement persuades the consumer to at least buy the product once in a lifetime. It also revealed that consumers considered advertisement as a reliable source of knowledge as compared to others, (friends, relatives, neighbour, reference group) opinions and advertisements can affect any income group, but expensive product and repetition of advertisement did not affect the purchasing attitude.

Dahiya Monika (2015) According to the study of the trend of online shopping has become popular especially among youngsters not even in big cities but also in small cities. The study has discussed the current scenario and the position of India in the same context.

RATIONALE OF THE PROJECT

The researcher has started the project in the month of March 2024, the information was collected through questionnaire. The aim of the project is to oversee the consumer preference of online marketing among the youth and how the online marketing effects the youth. The research is conducted because it is one of the most effective way to identify the consumer interest towards online marketing, to know what kind of advertisement attracts the consumer and what will attract consumer the most. Nowadays, the online marketing plays a very important role in boosting sales, widening customer reach and better brand awareness.

STATEMENT OF THE PROBLEM

An increasing number and variety of firms and organizations are exploiting and creating business opportunities on the internet statistics indicate the rapid growth in the field of virtual shopping. With this emerging field of shopping the interest of marketers is also increasing in studying what actually motivates consumers to shop online. As online shopping is a new medium so the consumers behaviour in the field of online shopping in order to gain competitive edge in the market, marketers need to know the consumer behaviour in the field of online shopping. Other than the factors which influence consumers to shop online, online shopper's demography in terms of Age, gender, income and education is equally important to define their strategies accordingly.

OBJECTIVES OF THE PROJECT

- ❖ To project youth's perception towards digital/online marketing.
- ❖ To know what types of advertisements attracts the consumer most.
- ❖ To examine whether customer prefer online shopping or offline shopping.
- ❖ To identify consumer interest towards online marketing.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical “how” of given piece of research. More specifically is about how a researcher systematically designs a study to ensure valid and reliable result that address the research aims and objectives.

In this research methodology the process and steps is highlights which is to be carried out during the research. Method used in the data collection will be highlights as well as the methods of samplings. The techniques used in the data collection.

Field setting:

This research is carried on the district of Lunglei, which is located in the state of Mizoram. Lunglei district is one of the 11 districts of Mizoram state in India. As of 2011 it is the secondmost populous district in the state, after Aizawl. It is also the largest district in Mizoram with an area of 4,536 km² (1,765 sq mi).

Research design:

In this design research quantitative research study is used. Descriptive research is used to describe the youth perception towards online marketing, what kind of challenges, issues and problems faced by the youth in online marketing.

Source of data:

The research uses both Primary and Secondary data.

Primary data- Primary data has been collected from 52 respondents using questionnaire.

Secondary data- Secondary data has been collected from various Books, Journals, our seniors research notes and websites related to customers preferences towards online shopping.

Sampling design:

The data were collected from 52 respondents who are the youths of Lunglei district.

LIMITATIONS OF THE PROJECT

The survey has been conducted only on 52 respondents.

The data are mainly extracted from a questionnaire asking open ended and semi open-ended question. It may not be exact opinion of the respondent, so there has been a lack of reliability. The study is limited to only specific area because of some issues facing as a students and therefore several other potential samples outside the areas I've been collected have been neglected.

Due to conservative nature, it is possible that some respondent may not have dives theirrespondent in the questionnaire in fully manner.

CHAPTERISATION

Chapter 1 -INTRODUCTION

Chapter 2- ANALYSIS AND INTERPRETATION

Chapter 3-FINDINGS AND DISCUSSION

Chapter 4-SUGGESTION AND CONCLUSION

BIBLIOGRAPHY / APPENDIX

CHAPTER II
ANALYSIS AND INTERPRETATION OF DATA

DATA ANALYSIS AND INTERPRETATION

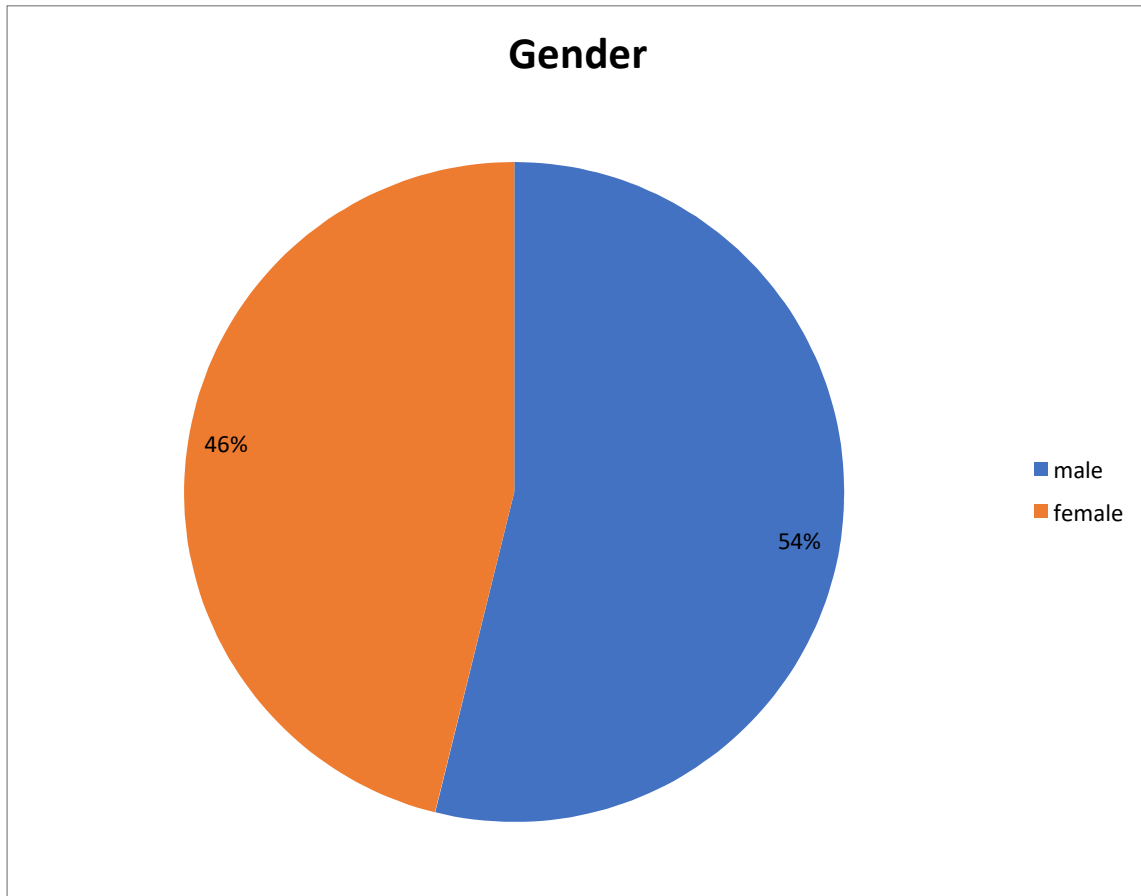
The following consist of the data analysis and interpretation of my questionnaire:

Gender of the respondents.

Table 2.1.1 Gender of the respondents .

Gender	No. of respondent	Percentage
Male	28	53.85%
Female	24	46.15%
Total	52	100%

Fig. 2.1.1 Gender of the respondents.



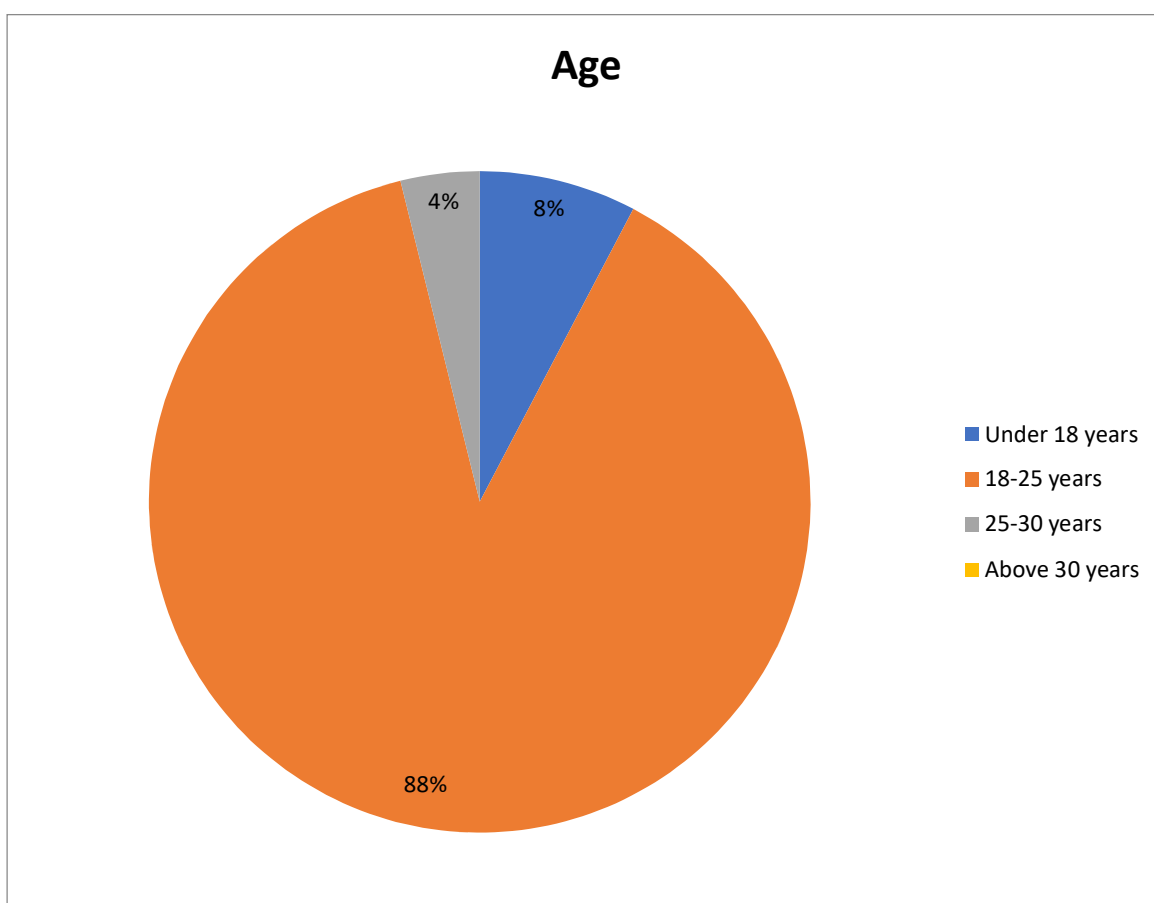
From the above table and figure, out of the 52 respondents 53.85% i.e 28 of the respondents are male and 46.12% i.e. 24 respondents are female.

Age of the respondents.

Table 2.1.2 Age of the respondents.

Age	No. of respondent	Percentage
Under 18 years	4	7.69%
18-25 years	46	88.46%
25-30 years	2	3.85%
Above 30 years	-	-
Total	52	100%

Fig 2.1.2 Age of the respondents.



From the above table and figure, out of the total respondents 7.69% i.e. 4 respondents are below the age of 18 years, 88.46% i.e. 46 respondents are in the age group of 18-25 years, 3.85% i.e 2 respondents between 25-30 years while 30 years above are nil (0%).

Occupation of the respondents.

Table 2.1.3 Occupation of the respondents.

Occupation	No. of respondents	Percentage
Government Service	1	1.92%
Business Person	-	-
Student	44	84.2%
Others	7	13.46%
Total	52	100%

Fig 2.1.3 Occupation of the respondents.

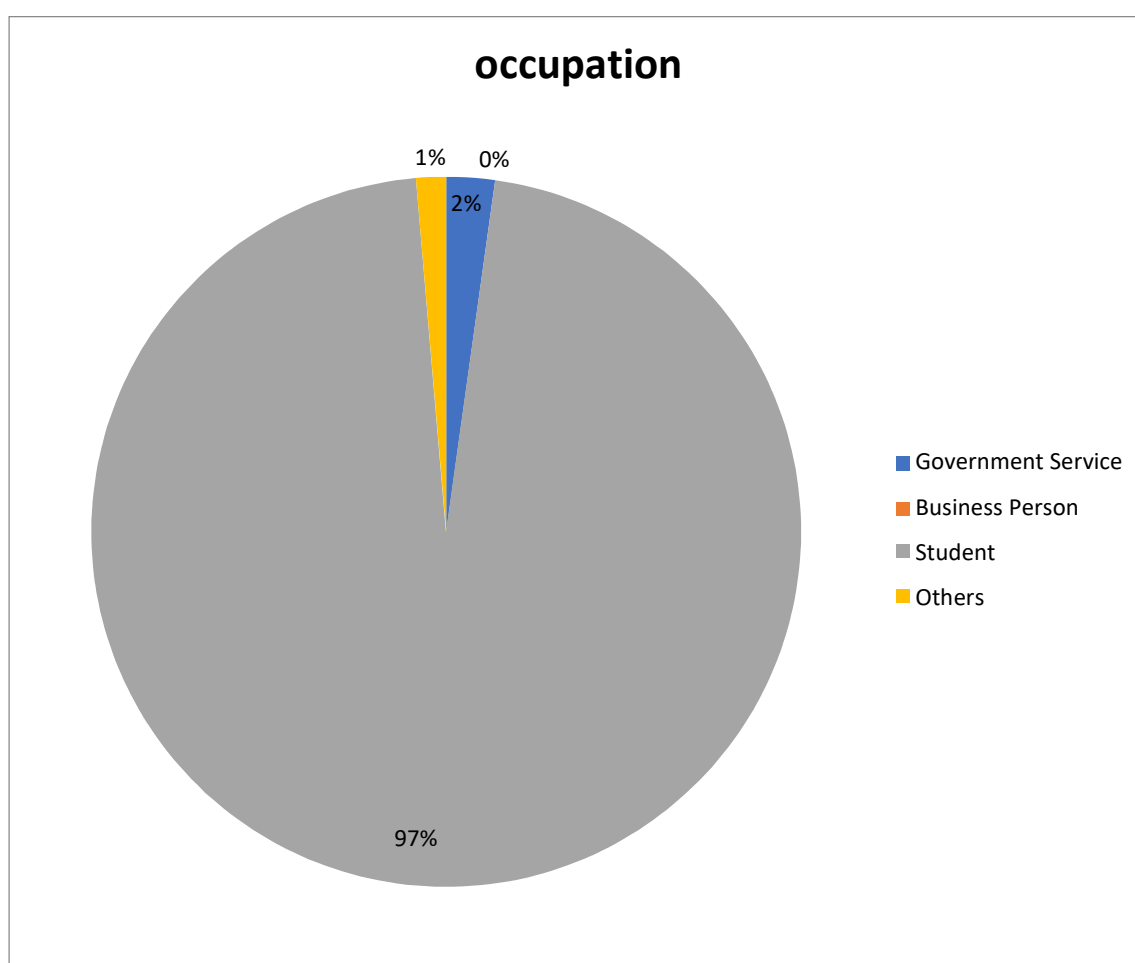


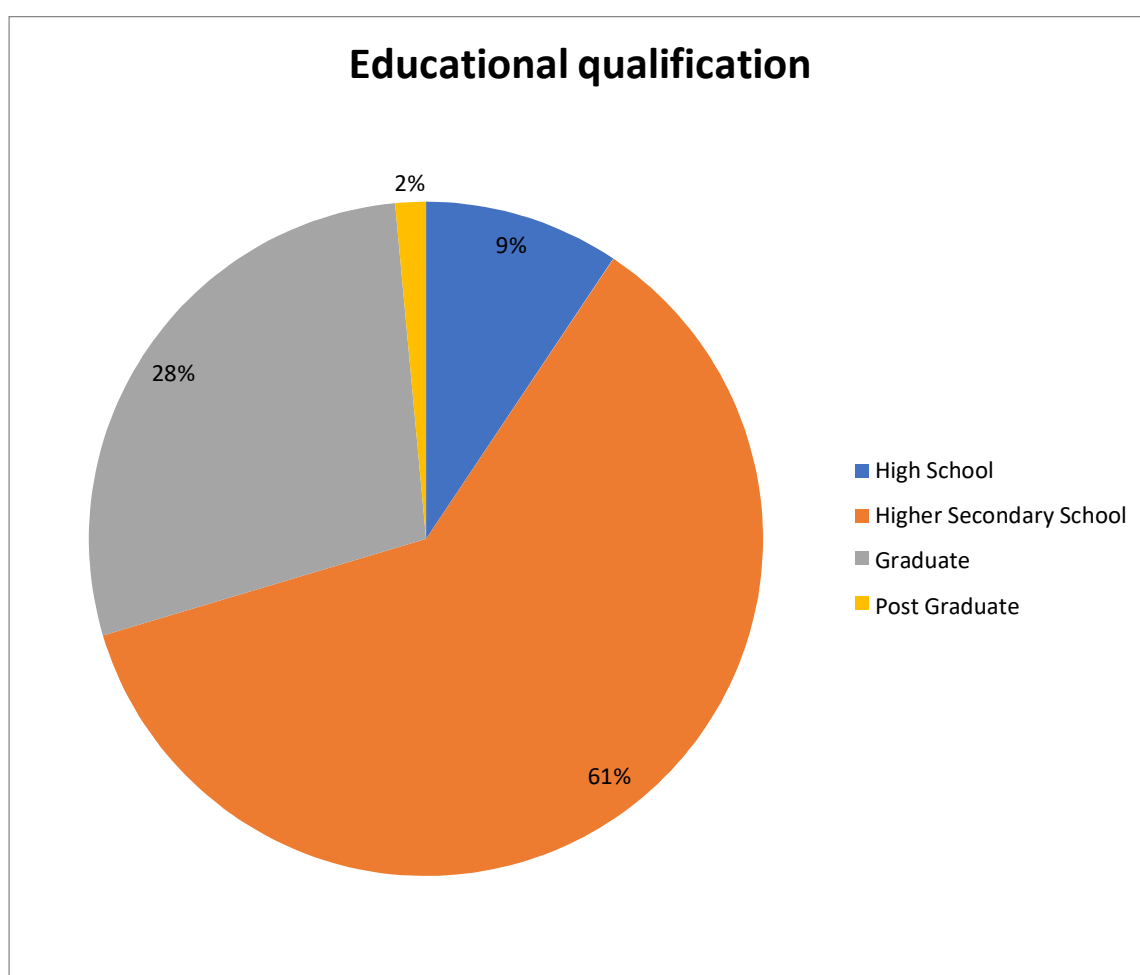
Table and Figure 2.1.3 show the occupation of the respondents. Out of the total respondents 1.92% i.e. 1 respondent is a Government servant, none of them is a Business Person, 84.2% i.e. 44 respondents are students while 13.46% i.e. 7 respondents do other things as an occupation or prefer not to say.

Educational Qualification of the respondents.

Table 2.1.4 Educational Qualification of the respondents.

Educational Qualification	No. of respondents	Percentage
High School	4	7.69%
Higher Secondary School	26	50%
Graduate	12	23.08%
Post Graduate	10	19.23%
Total	52	100%

Figure 2.1.4 Educational Qualification of the respondents.



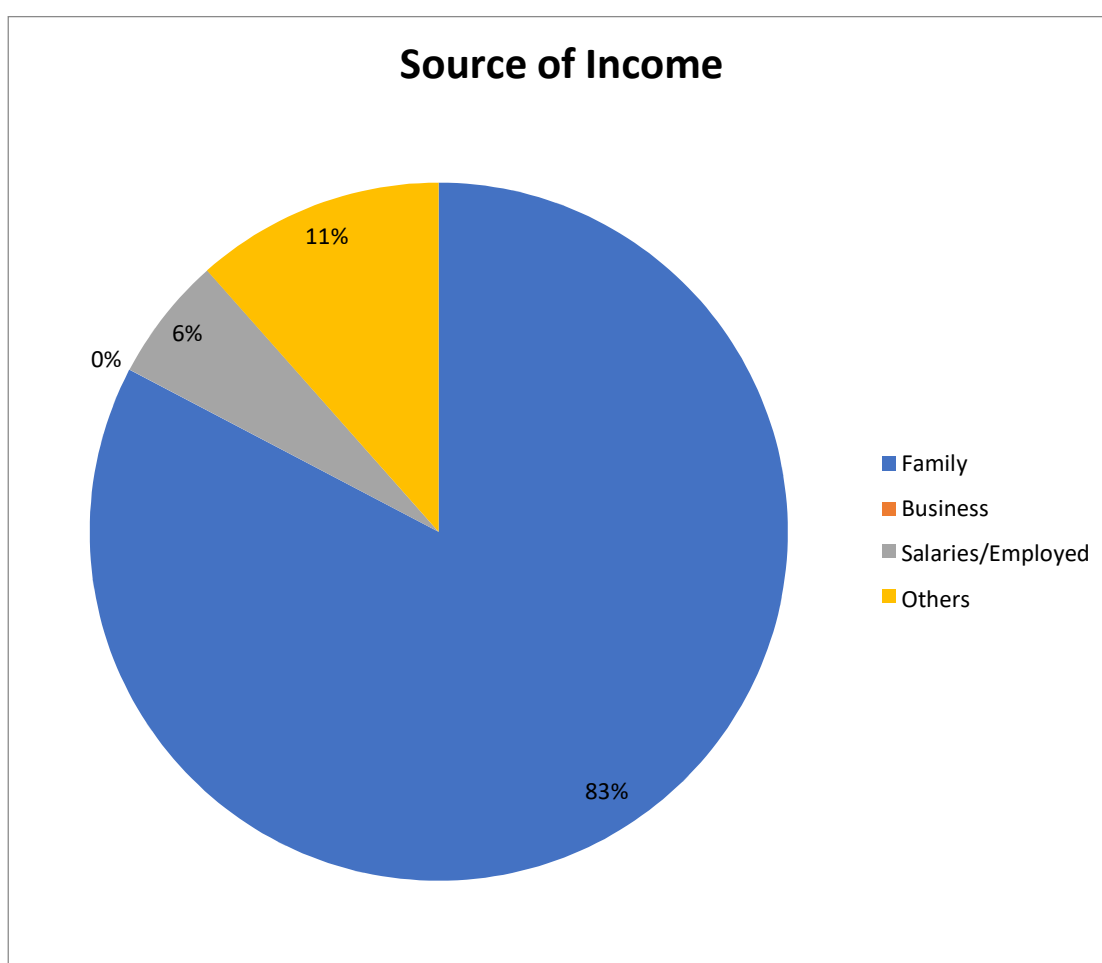
From the above table and figure, out of the total respondents 7.69% i.e. 4 respondents qualification is High School, 50% i.e. 26 respondents is Higher Secondary School, 23.08% i.e. 12 respondents is Graduate and lastly 19.23% i.e. 10 respondents are Post Graduate.

Source of Income of the respondents.

Table 2.1.5 Source of Income of the respondents.

Source of Income	No. of respondents	Percentage
Family	43	82.69%
Business	-	-
Salaries/Employed	3	5.77%
Others	6	11.54%
Total	52	100%

Figure 2.1.5 Source of Income of the respondents.



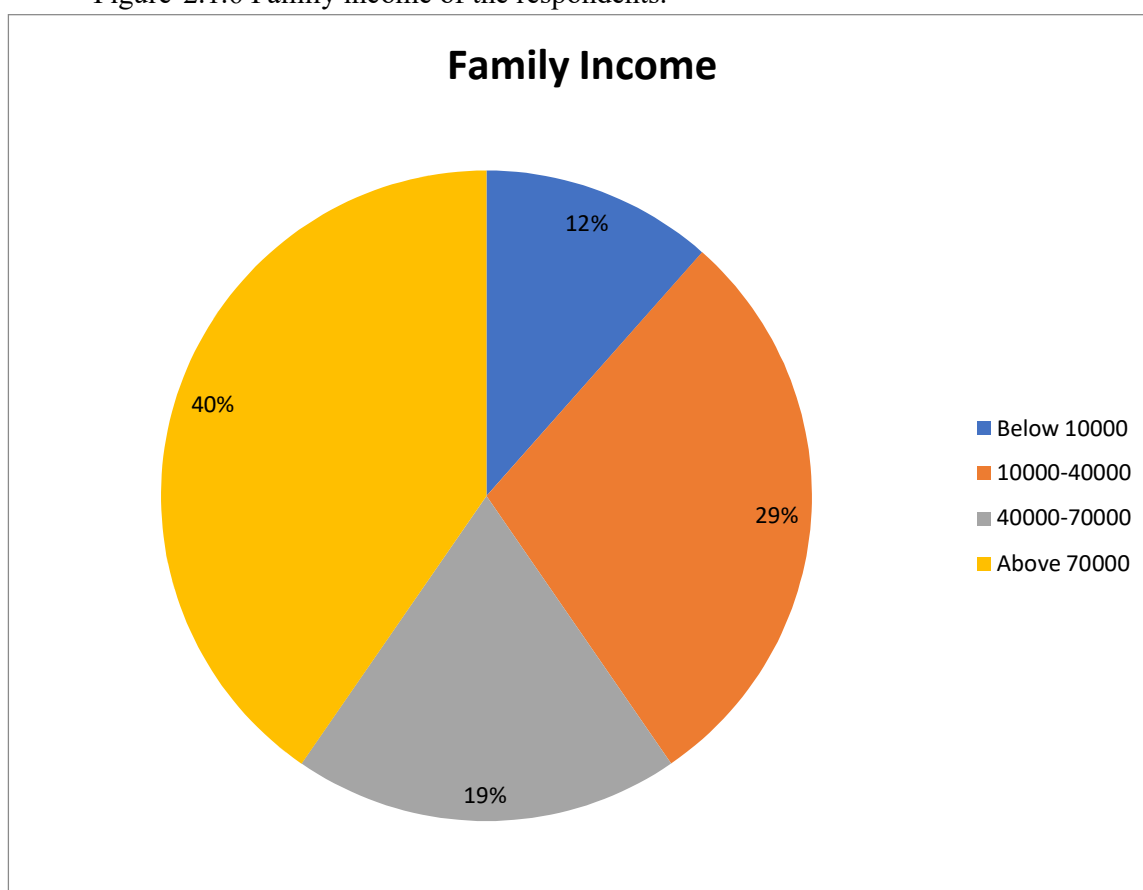
From the above table and figure, out of the total respondents 82.69% i.e. 43 respondents source of income is from their Family, none of the respondents used business as their source of income, 5.77% i.e. 3 respondents source of income is from their salaries/employment and lastly 11.54% i.e. 6 respondents source of income are from others than the source we mentioned above.

Family Income of the respondents.

Table 2.1.6 Family income of the respondents.

Family Income(in Rs)	No. of respondents	Percentage
Below 10000	6	11.54%
10000-40000	15	28.85%
40000-70000	10	19.23%
Above 70000	21	40.38%
Total	52	100%

Figure 2.1.6 Family income of the respondents.



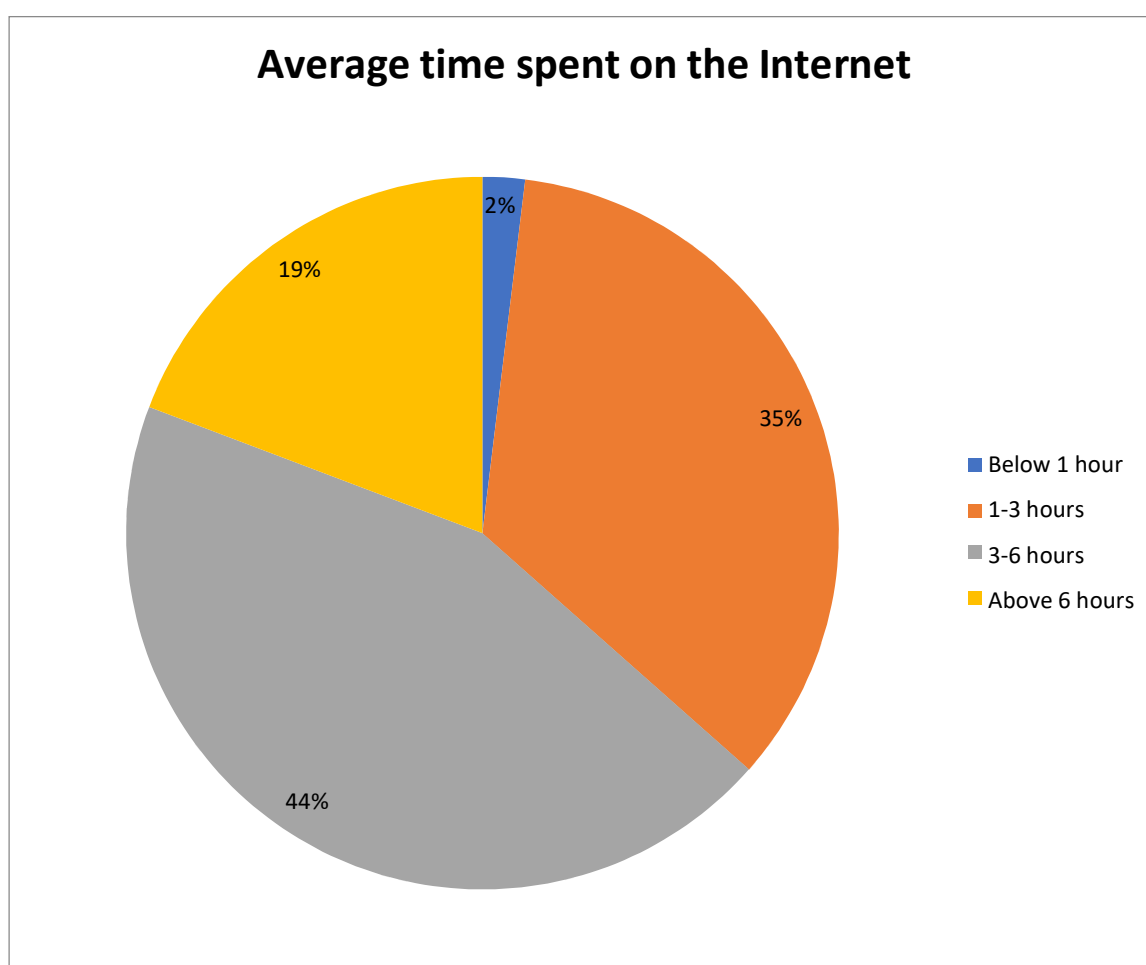
From the above table and figure, out of the total respondents 11.54% i.e. 6 respondents Family income is below 10000, 28.85% i.e. 15 respondents family income is between 10000- 40000, 19.23% i.e. 10 respondents family income is between 40000-70000 and lastly 40.38% i.e. 21 respondents family income is above 700000.

Average time spent on the Internet.

Table 2.1.7 Average time spent on the internet.

Average time spent	No. of the respondents	Percentage
Below 1 hour	1	1.92%
1-3 hours	18	34.62%
3-6 hours	23	44.23%
Above 6 hours	10	19.23%
Total	52	100%

Figure 2.1.7 Average time spent on the internet.



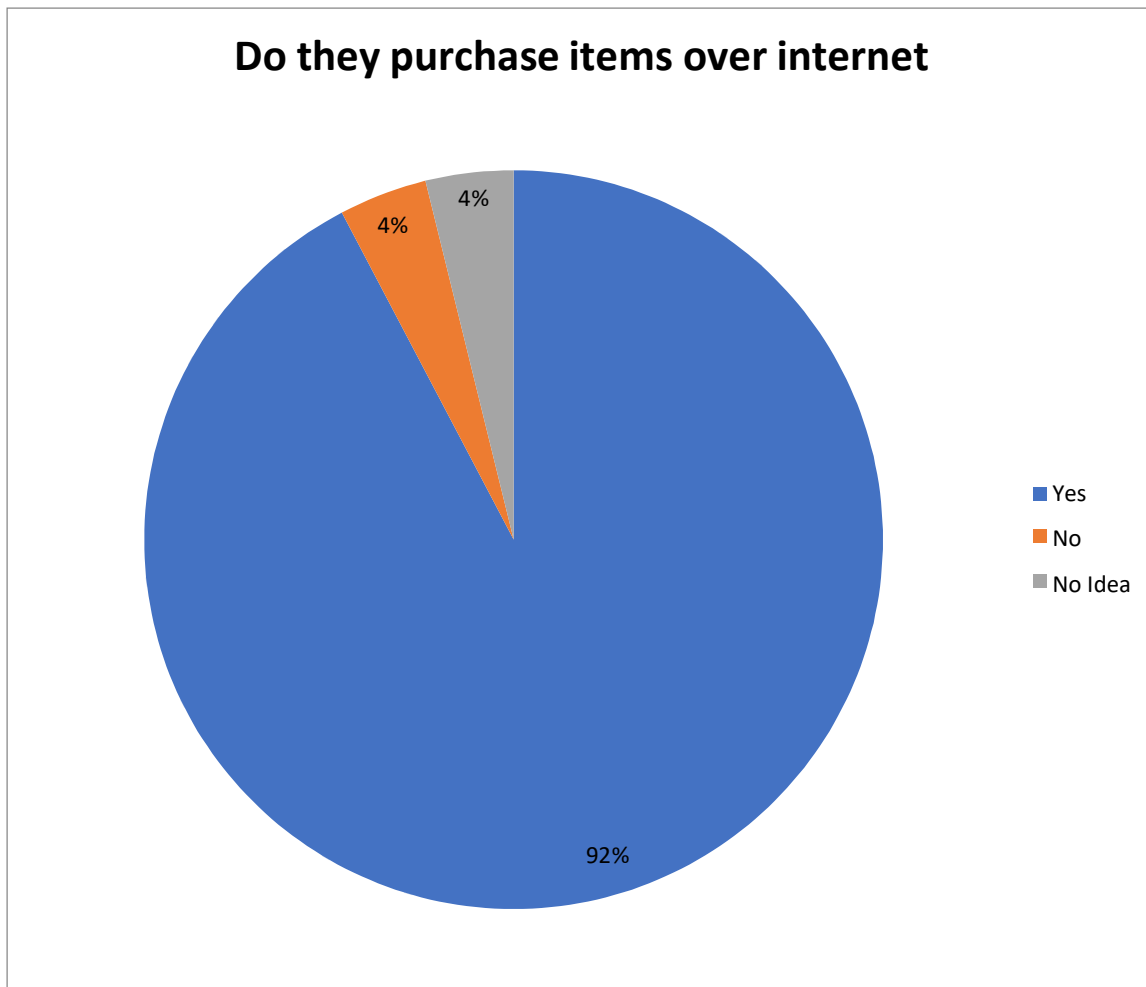
From the above table and figure, out of the total respondents 1.92% i.e. 1 respondent spent below 1 hour on the internet, 34.62% i.e. 18 respondents spent 1-3 hours on the internet, 44.23% i.e. 23 respondents spent 3-6 hours on the internet and lastly 19.23% i.e. 10 respondents spent more than 6 hours on the internet.

Do they purchase item over internet or not.

Table 2.1.8 Do they purchase item over internet or not.

Options	No. of the respondents	Percentage
Yes	48	92.31%
No	2	3.85%
No Idea	2	3.85%
Total	52	100%

Figure 2.1.8 Do they purchase item over internet or not.



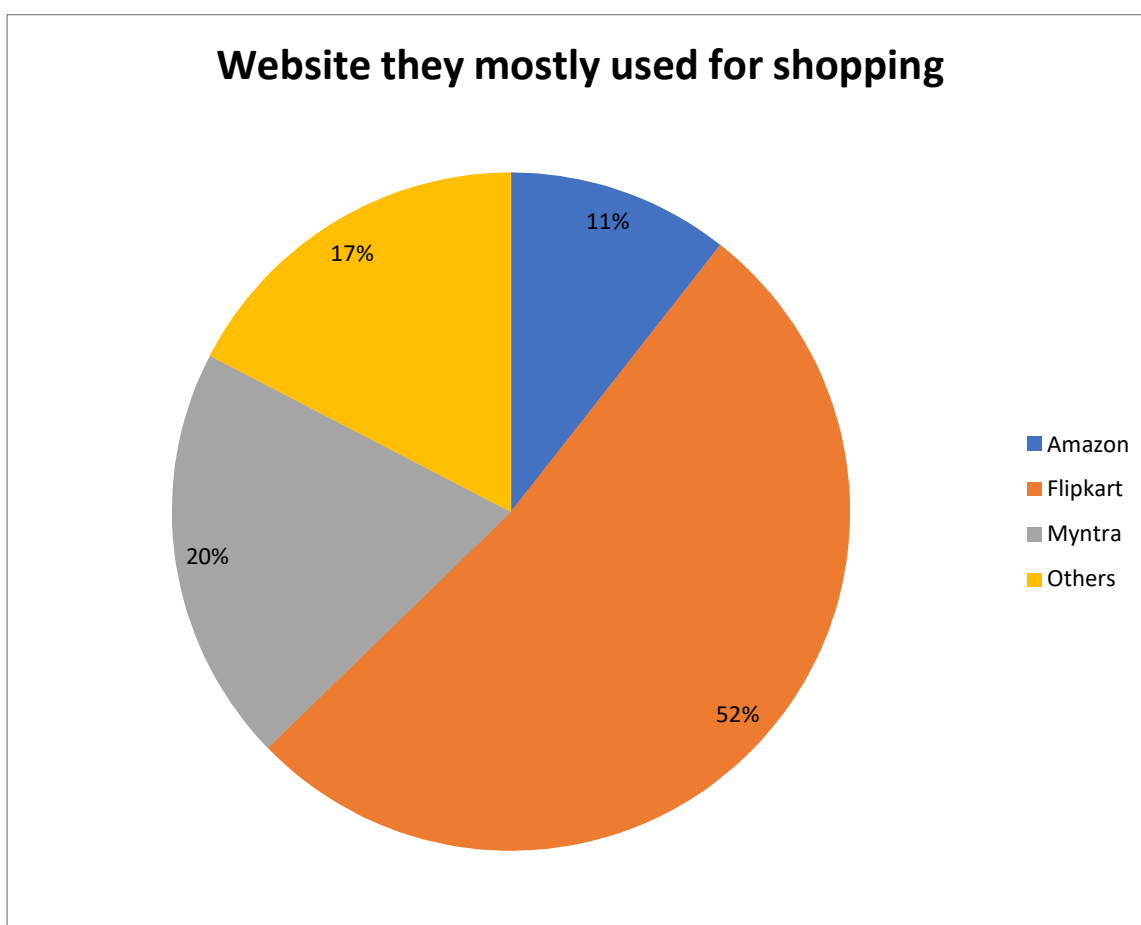
From the above table and figure, out of the 52 respondents 92.31% i.e. 48 respondents used to purchased items over internet, 3.85% i.e. 2 respondents didn't used to purchase items over internet while the other 3.85% i.e. 2 respondents have no idea of it.

What website do they mostly used for shopping.

Table 2.1.9 What website do they mostly used for shopping.

Name of the website	No. of respondents	Percentage
Amazon	16	30.77%
Flipkart	21	40.38%
Myntra	8	15.38%
Others+	7	13.46%
Total	52	100%

Figure 2.1.9 What website do they mostly used for shopping.



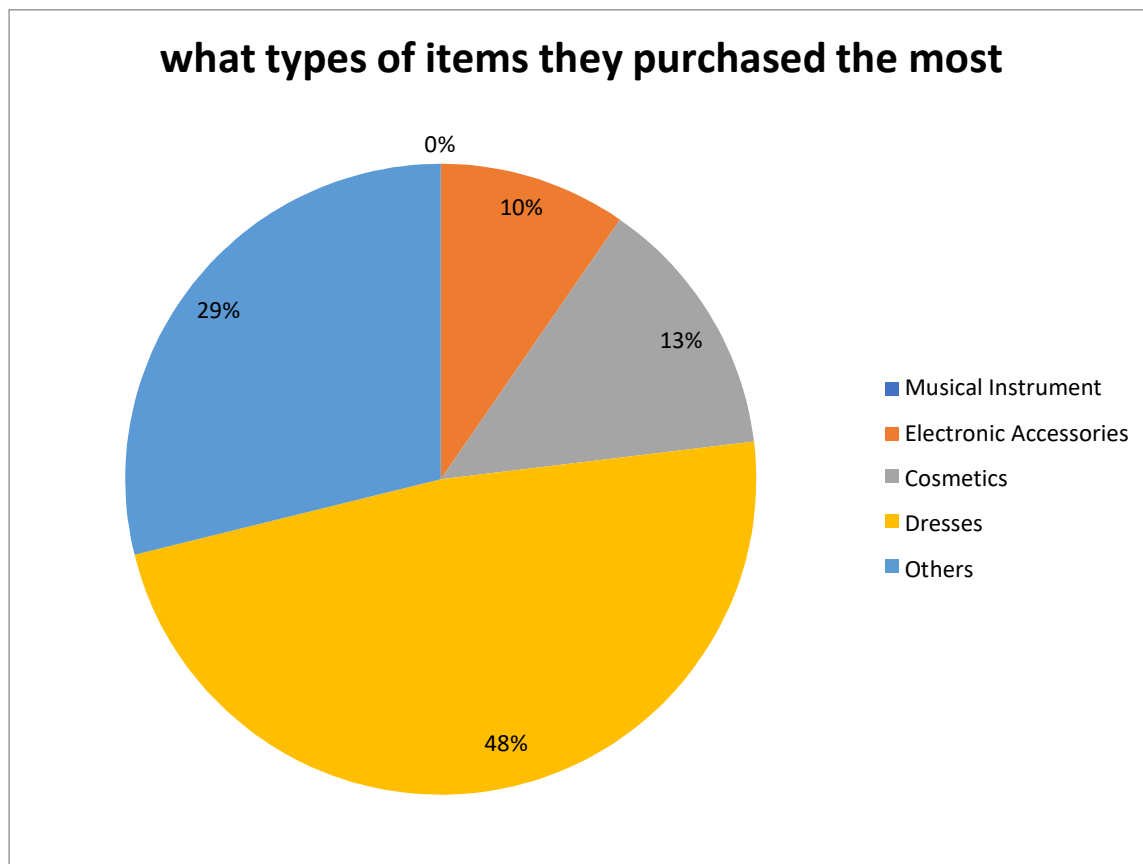
From the above table and figure, out of the 52 respondents 30.77% i.e. 16 respondents used to purchase items from Amazon, 40.38% i.e. 21 respondents used to purchase items from Flipkart, 15.38% i.e. 8 respondents used Myntra while the other 13.46% i.e. 7 respondents used other website which is not from the above mentioned.

What types of items they purchased the most.

Table 2.1.10 what types of items they purchased the most.

Items	No. of respondents	Percentage
Musical Instruments	-	-
Electronic Accessories	5	9.62%
Cosmetics	7	13.46%
Dresses	25	48.08%
Others	15	28.85%
Total	52	100%

Figure 2.1.10 what types of items they purchased the most.



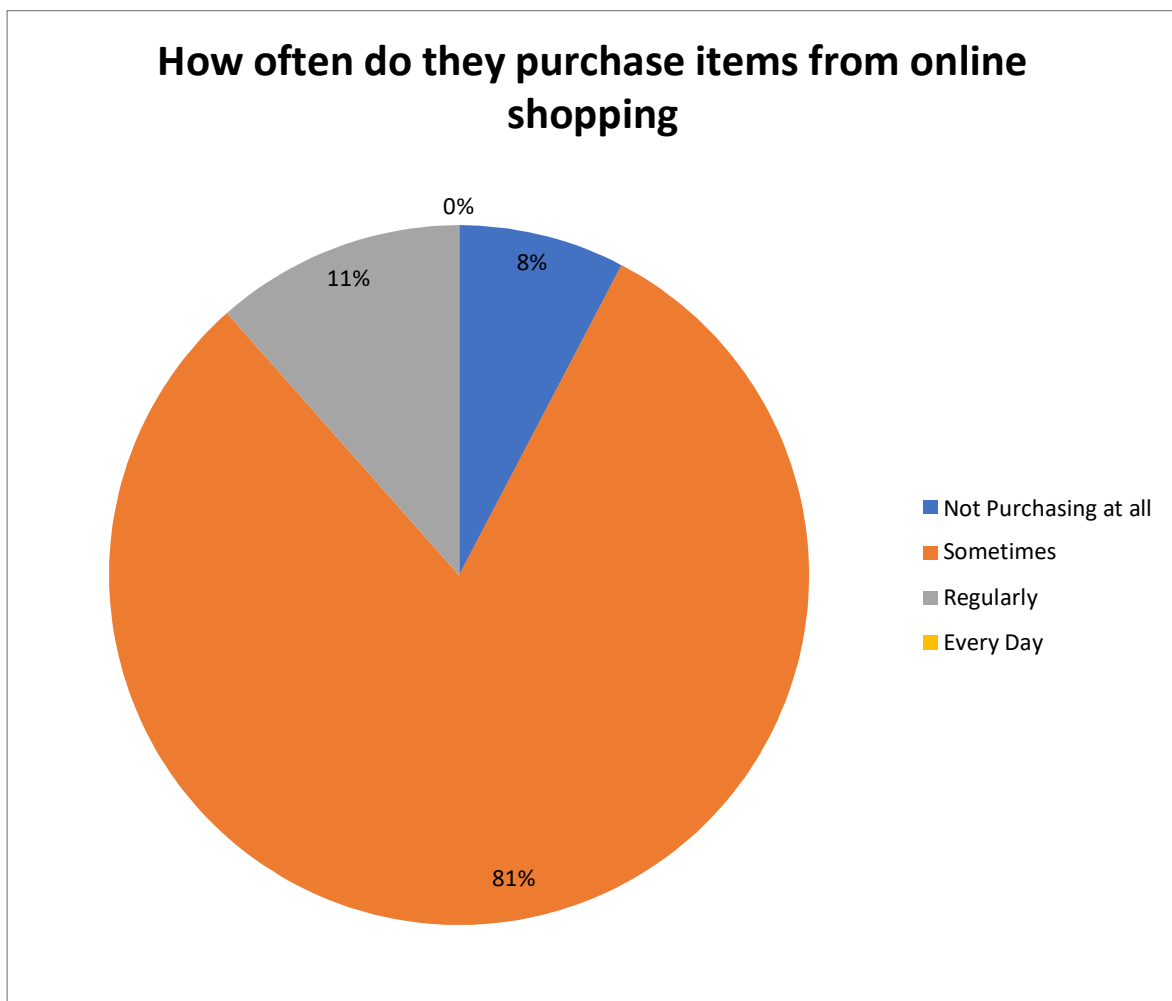
From the above table and figure, out of the 52 respondents none of them used to purchased Musical Instruments from online shopping, 9.62% i.e. 5 respondents used to purchased Electronic Accessories, 13.46% i.e. 7 respondents used to purchase Cosmetics, 48.08% i.e 25 respondents used to purchase Dresses while the other 28.85% i.e. 15 respondents used to purchase other items which is not from the above mentioned.

How often do they purchase items from online shopping.

Table 2.1.11 How often do they purchase items from online shopping.

How often do they purchase	No. of respondents	Percentage
Not purchasing at all	4	7.69%
Sometimes	42	80.77%
Regularly	6	11.54%
Every day	-	-
Total	52	100%

Figure 2.1.11 How often do they purchase items from online shopping.



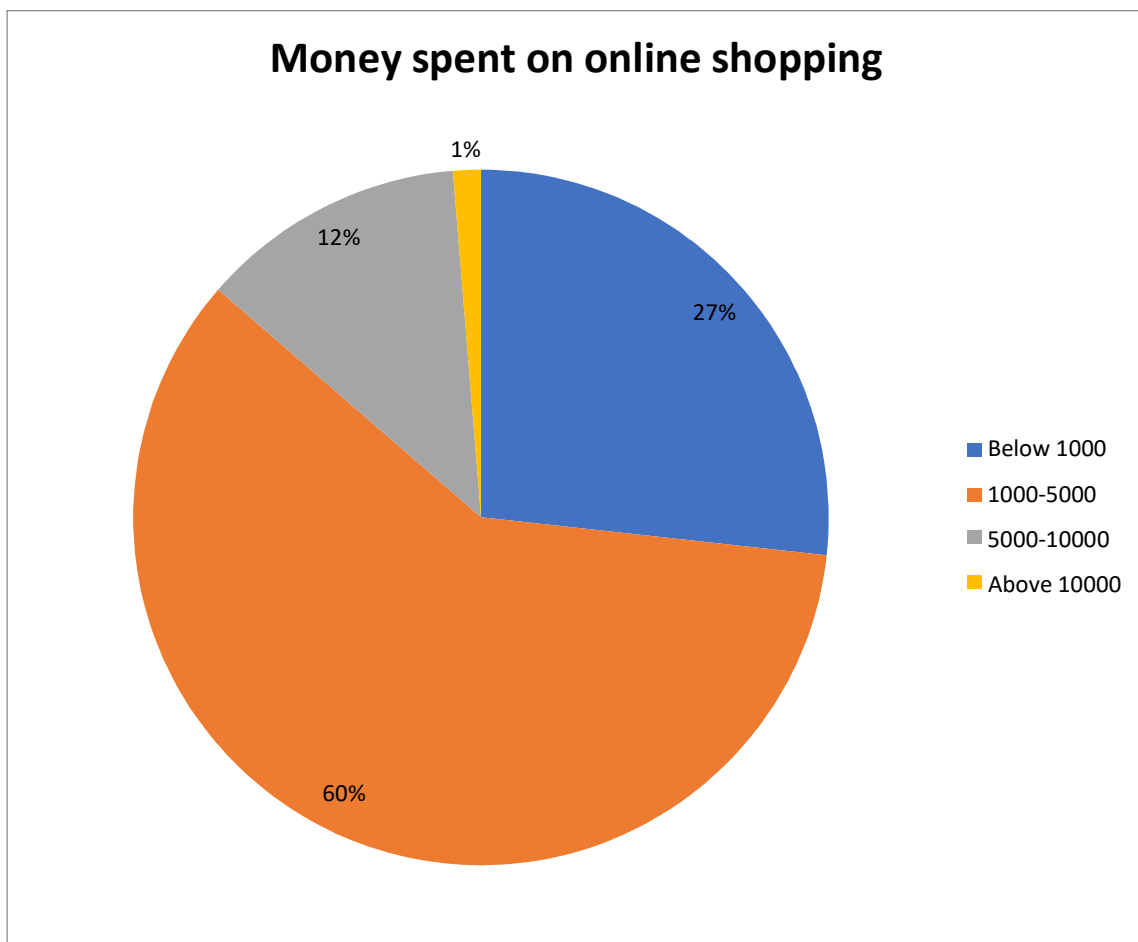
From the above table and figure, out of the 52 respondents, 7.69% i.e. 4 respondents do not purchased items through online shopping at all, 80.77% i.e. 42 respondents sometimes purchased items through online shopping, 11.54% i.e. 6 respondents purchased items on online shopping regularly while none of the respondents purchase items every day.

How much money they have spent on online shopping.

Table 2.1.12 How much money they have spent on online shopping.

Money Spent	No. of respondents	Percentage
Below 1000	13	25%
1000-5000	29	55.77%
5000-10000	6	11.54%
Above 10000	4	7.69%
Total	52	100%

Figure 2.1.12 How much money they have spent on online shopping.



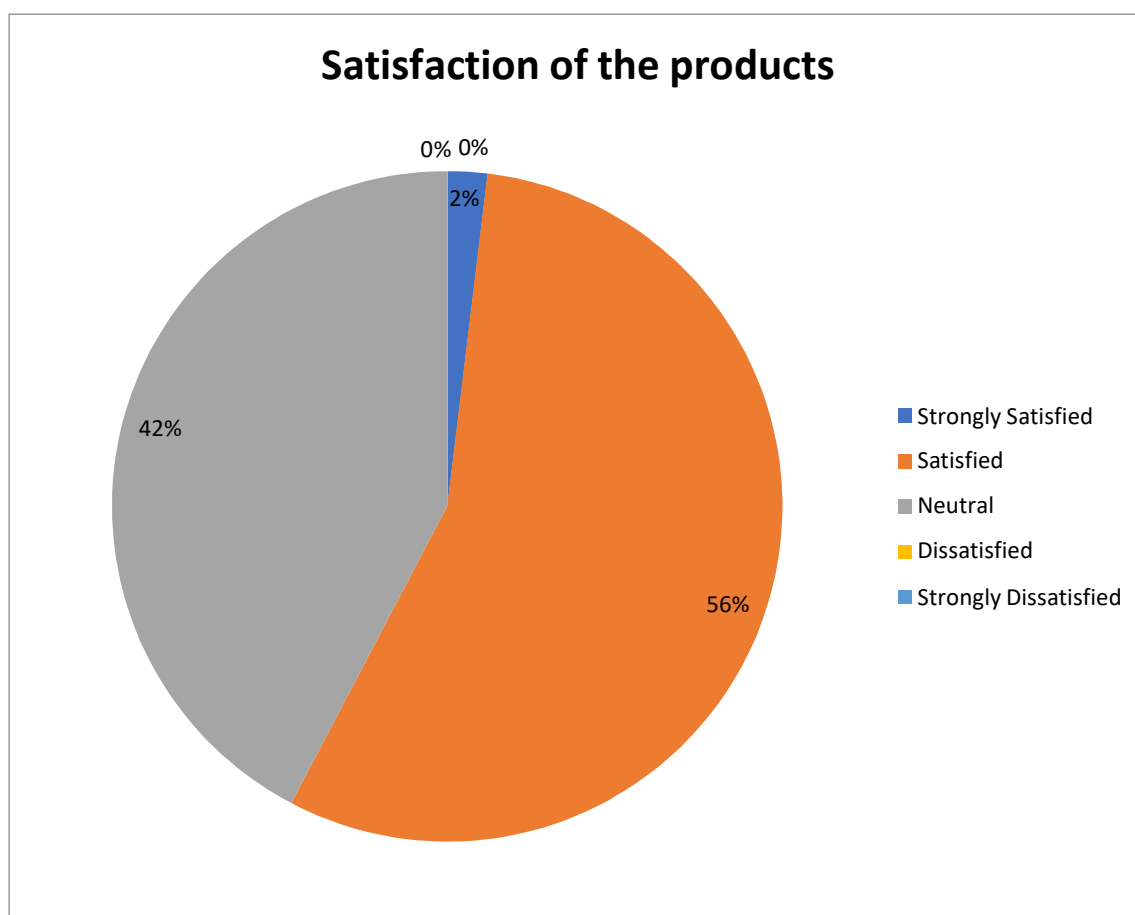
From the above table and figure, out of the 52 respondents, 25% i.e. 13 respondents spent below 1000 on online shopping, 55.77% i.e. 29 respondents spent 1000-5000 on online shopping, 11.54% i.e. 6 respondents spent between 5000-10000 on online shopping while the other 7.69% i.e. 4 respondents spent above 10000 on online shopping.

Do they satisfy with the products provided by the shopping website.

Table 2.1.13 Do they satisfy with the products provided by the shopping website.

Options	No. of respondents	Percentage
Strongly Satisfied	1	1.92%
Satisfied	29	55.77%
Neutral	22	42.31%
Dissatisfied	-	-
Strongly Dissatisfied	-	-
Total	52	100%

Figure 2.1.13 Do they satisfy with the products provided by the shopping website.



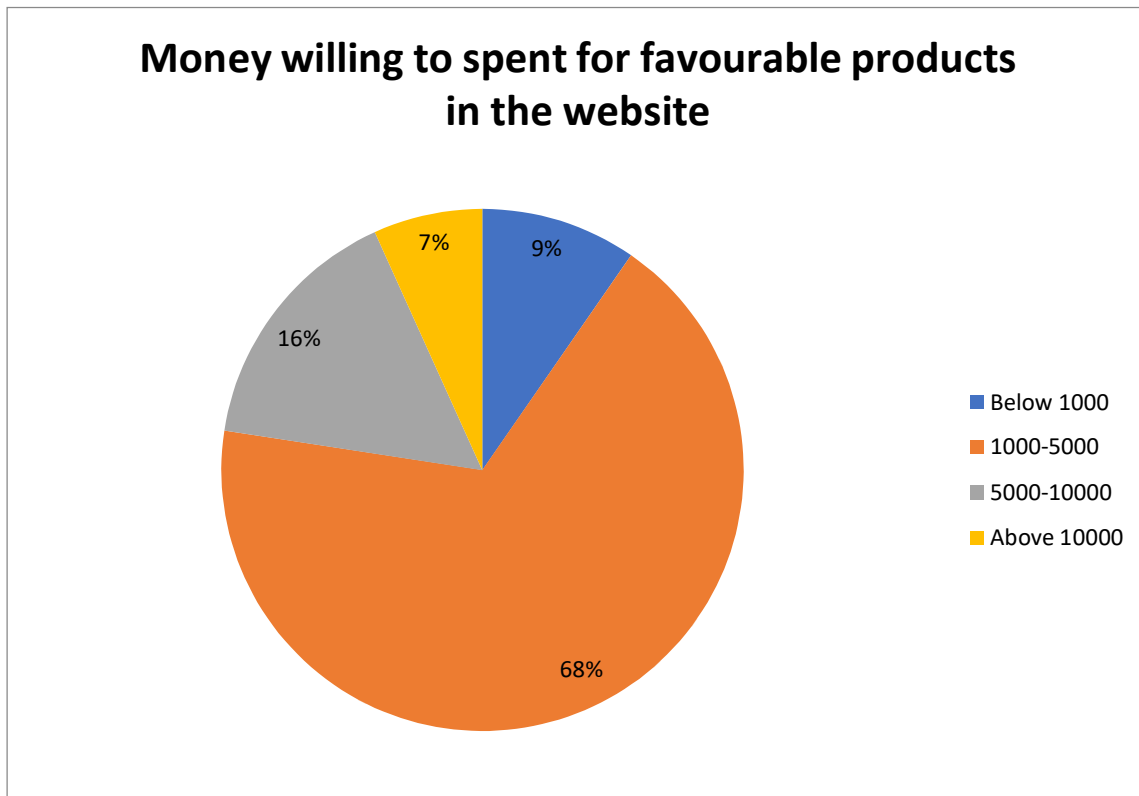
From the above table and figure, out of the 52 respondents, 1.92% i.e. 1 respondent strongly satisfy on the items provided by the online shopping, 55.77% i.e. 29 respondents satisfy on the items provided by the online shopping, 42.31% i.e. 22 respondents were in neutral while none of the respondents were dissatisfy nor strongly dissatisfy on the items provided by the online shopping.

Money willing to spend in the favourable products available on the online shopping.

Table 2.1.14 Money willing to spend in the favourable products available on the online shopping.

Amount of Money willing to spend	No. of respondents	Percentage
Below 1000	12	23.08%
1000-5000	30	57.69%
5000-10000	7	13.46%
Above 10000	3	5.77%
Total	52	100%

Figure 2.1.14 Money willing to spend in the favourable products available on the online shopping.



From the above table and figure, out of the 52 respondents, 23.08% i.e. 12 respondents are willing to spend below 1000 on online shopping, 57.69% i.e. 30 respondents are willing to spend 1000-5000 on online shopping, 13.46% i.e. 7 respondents are willing to spend between 5000-10000 on online shopping while the other 5.77% i.e. 3 respondents are willing to spend above 10000 on online shopping.

Do they find online marketing is helpful / useful to them.

Table 2.1.15 Do they find online marketing is helpful / useful to them.

Options	No. of Respondents	Percentage
Strongly Yes	14	26.92%
Yes	35	67.31%
Neutral	3	5.77%
No	-	-
Strongly No	-	-
Total	52	100%

Figure 2.1.15 Do they find online marketing is helpful / useful to them.

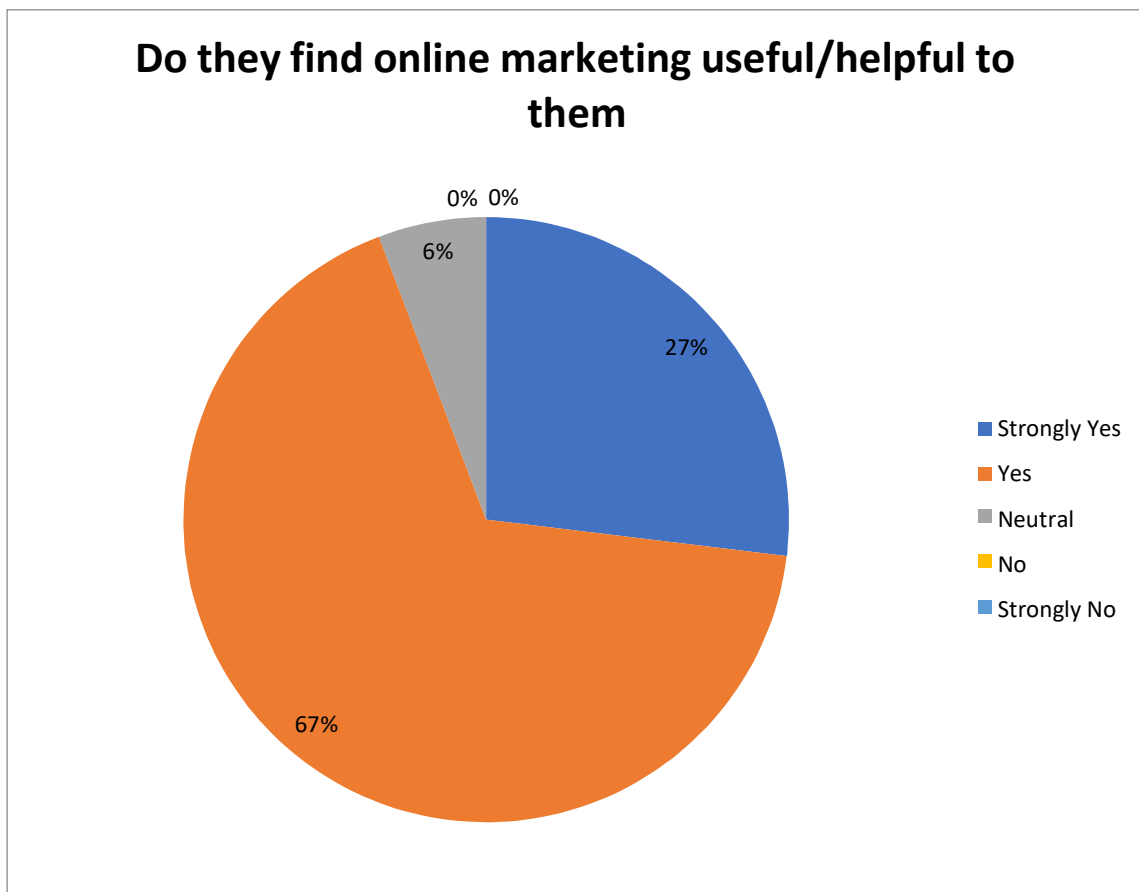


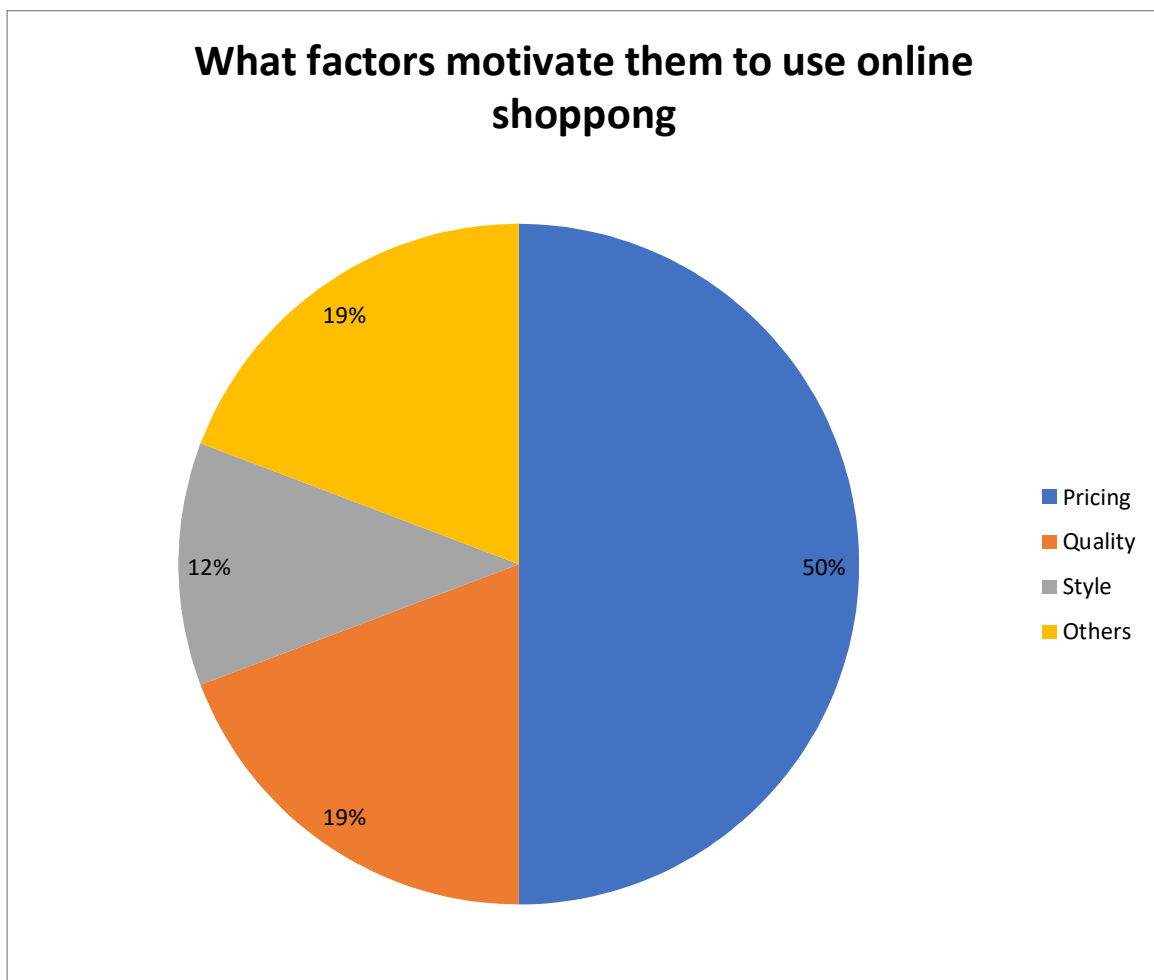
Table and figure 2.1.15 shows that 26.92% i.e. 14 respondent Strongly find the online marketing useful/helpful to them, 67.31% i.e. 35 respondents also find it helpful to them and the other 5.77% i.e. 3 respondents have no idea about it and remains neutral while none of them didn't say that online marketing is not useful to them.

What factors motivate to use online shopping.

Table 2.1.16 What factors motivate to use online shopping.

Options	No. of Respondents	Percentage
Pricing	26	50%
Quality	10	19.23%
Style	6	11.54%
Others	10	19.23%
Total	52	100%

Figure 2.1.16 What factors motivate to use online shopping.



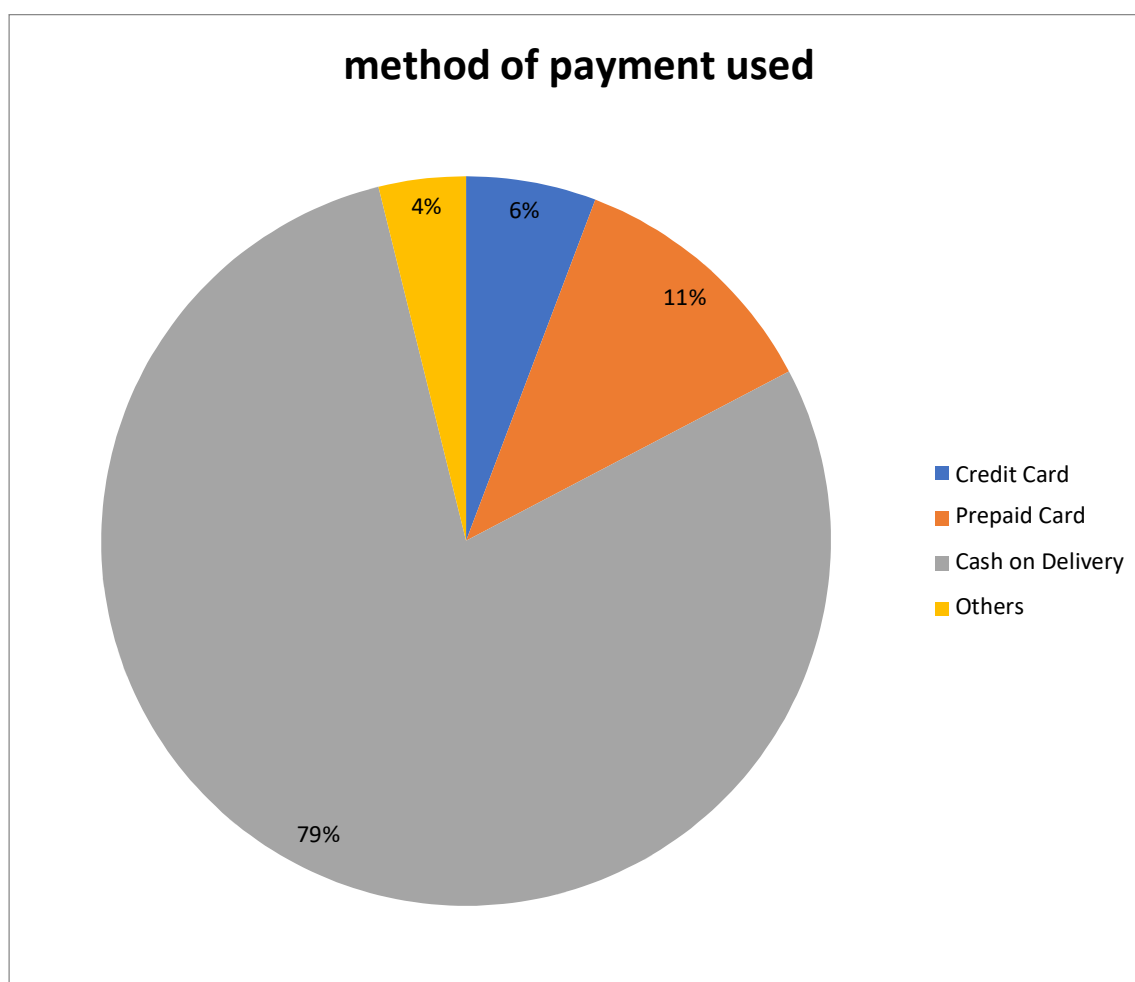
From the above table and figure, 50% i.e. 26 respondents motivate the users because of pricing, 19.23% i.e. 10 respondents were because of quality, 11.54 i.e. 6 respondents were because of style while the others 19.23% i.e. 10 respondents choose others.

Which method of payment they used.

Table 2.1.17 Which method of payment they used.

Options	No. of Respondents	Percentage
Credit Card	3	5.77%
Prepaid Card	6	11.54%
Cash on Delivery	41	78.85%
Others	2	3.85%
Total	52	100%

Figure 2.1.17 Which method of payment they used.



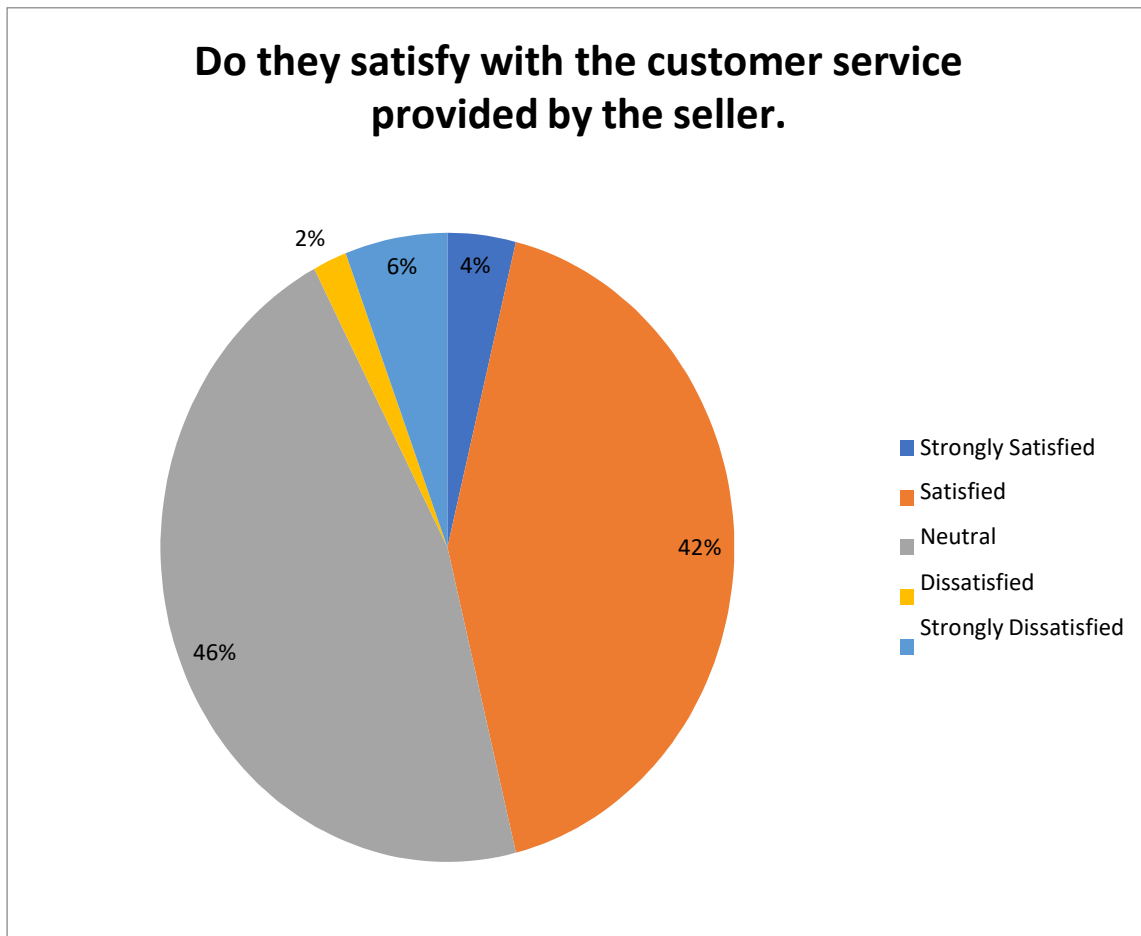
From Table and figure 2.1.17, out of the total respondents 5.77% i.e. 3 respondents used Credit Card as payment method, 11.54% i.e. 6 respondents used Prepaid card as payment method, 78.85% i.e. 41 respondents used Cash on Deliver and 3.85% i.e. 2 respondents used other methods.

Do they satisfy with the customer service provided by the seller.

Table 2.1.18 Do they satisfy with the customer service provided by the seller.

Options	No. of Respondents	Percentage
Strongly Satisfied	2	3.85%
Satisfied	22	42.31%
Neutral	24	46.15%
Dissatisfied	1	1.92%
Strongly Dissatisfied	3	5.77%
Total	52	100%

Figure 2.1.18 Do they satisfy with the customer service provided by the seller.



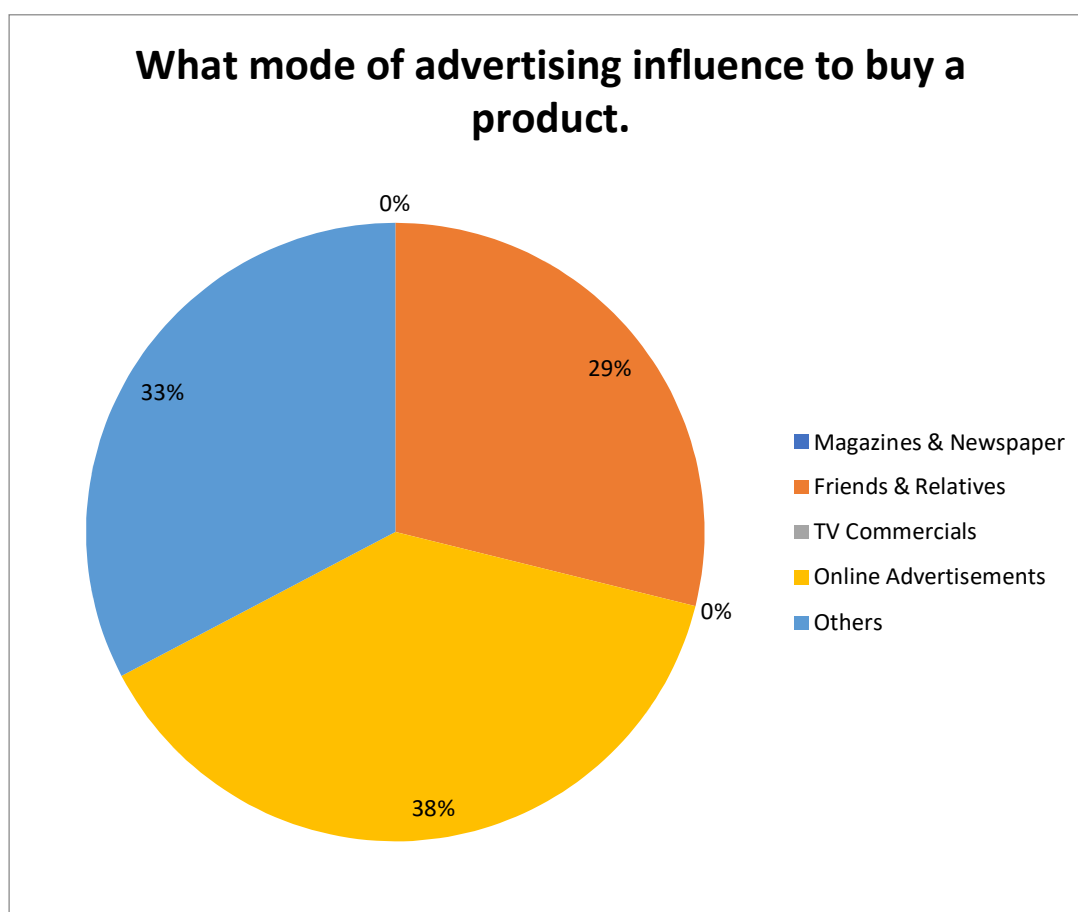
From the above table and figure, out of the 52 respondents 3.85% i.e. 2 respondents Strongly satisfied on the customer service, 42.31% i.e. 22 respondents Satisfied on the service, 46.15 i.e. 24 respondents neither satisfied nor dissatisfied, 1.92 % i.e. 1 respondents dissatisfied on the customer service while the remaining 5.77% i.e. 3 respondents strong dissatisfied on the customer service provided by the seller.

What mode of advertising influence to buy a product.

Table 2.1.19 What mode of advertising influence to buy a product.

Options	No. of Respondents	Percentage
Magazines & Newspaper	-	-
Friends & Relatives	15	28.85%
TV Commercials	-	-
Online Advertisements	20	38.46%
Others	17	32.69%
Total	52	100%

Figure 2.1.19 What mode of advertising influence to buy a product.



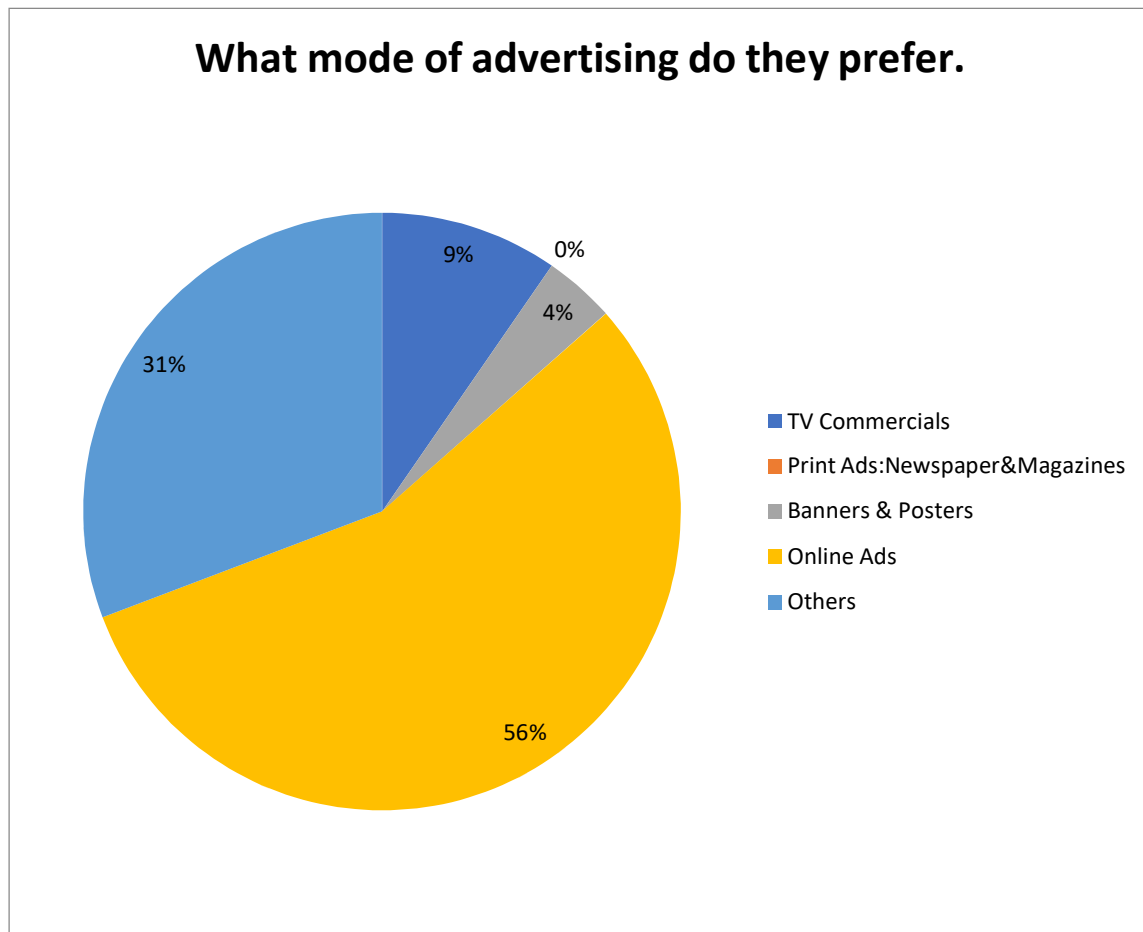
From the above table and figure, we came to know that Magazines & Newspaper and TV Commercial do not influence anyone to buy the product while Friends & Relatives influence 28.85% i.e. 15 respondents, Online Ads influence 38.46% i.e. 20 respondents and Other things influence is of 32.69% i.e. 17 of the respondents.

What mode of advertising do they prefer.

Table 2.1.20 What mode of advertising do they prefer.

Options	No. of Respondents	Percentage
TV Commercials	5	9.62%
Print Ads: Newspaper & Magazines	-	-
Banners & Posters	2	3.85%
Online Ads	29	55.77%
Others	16	30.77%
Total	52	100%

Figure 2.1.20 What mode of advertising do they prefer.



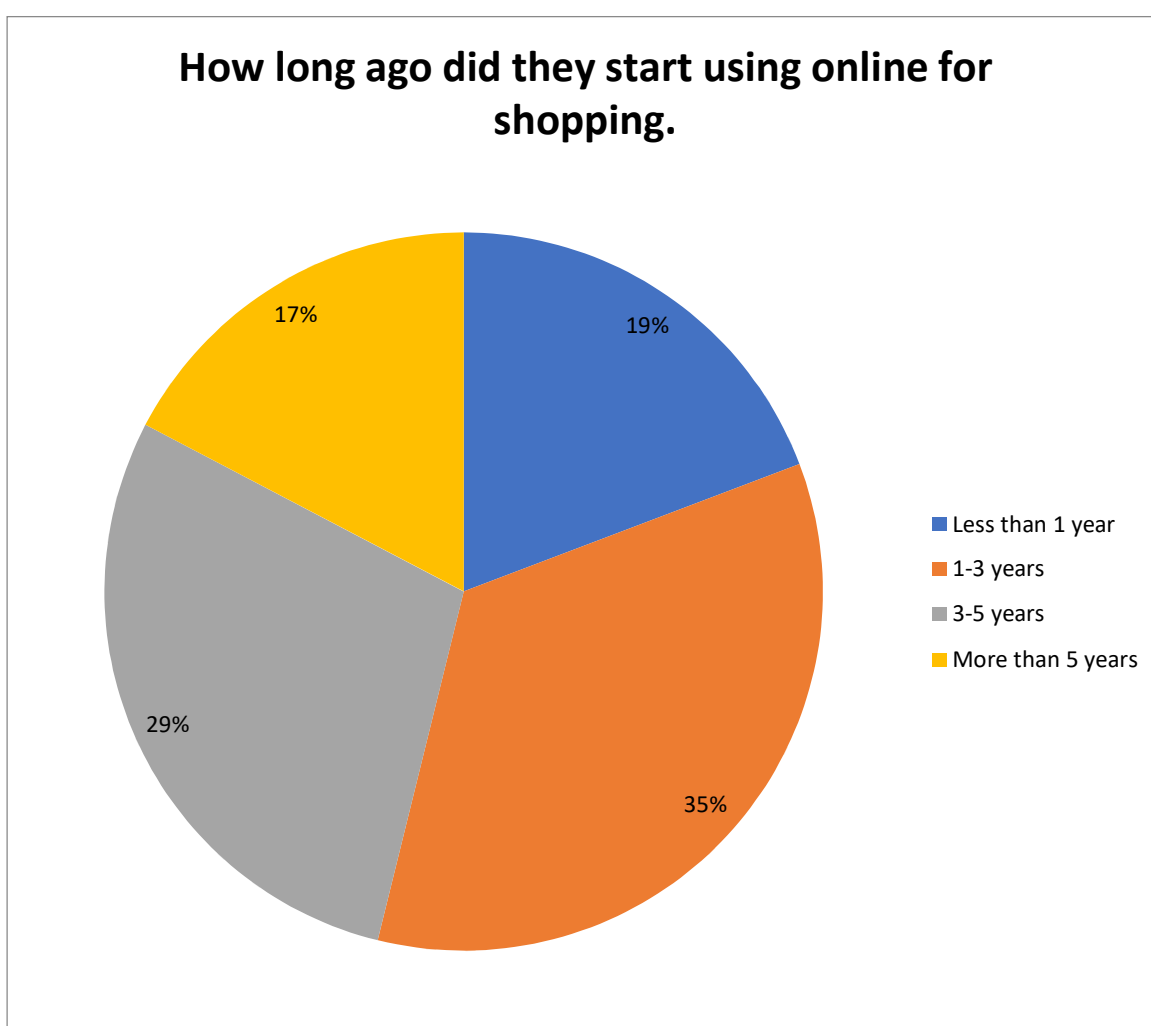
From the above table 5 respondents i.e. 9.62% prefer TV Commercials, none prefer Print Ads, 2 respondents i.e. 3.85% prefer Banners & Posters, 29 respondents i.e. 55.77% prefer Online Ads and remaining 16 respondents i.e. 30.77% prefer other methods of advertising.

How long ago did they start using online for shopping.

Table 2.1.21 How long ago did they start using online for shopping.

Options	No. of Respondents	Percentage
Less than 1 year	10	19.23%
1-3 years	18	34.62%
3-5 years	15	28.85%
More than 5 years	9	17.31%
Total	52	100%

Figure 2.1.21 How long ago did they start using online for shopping.



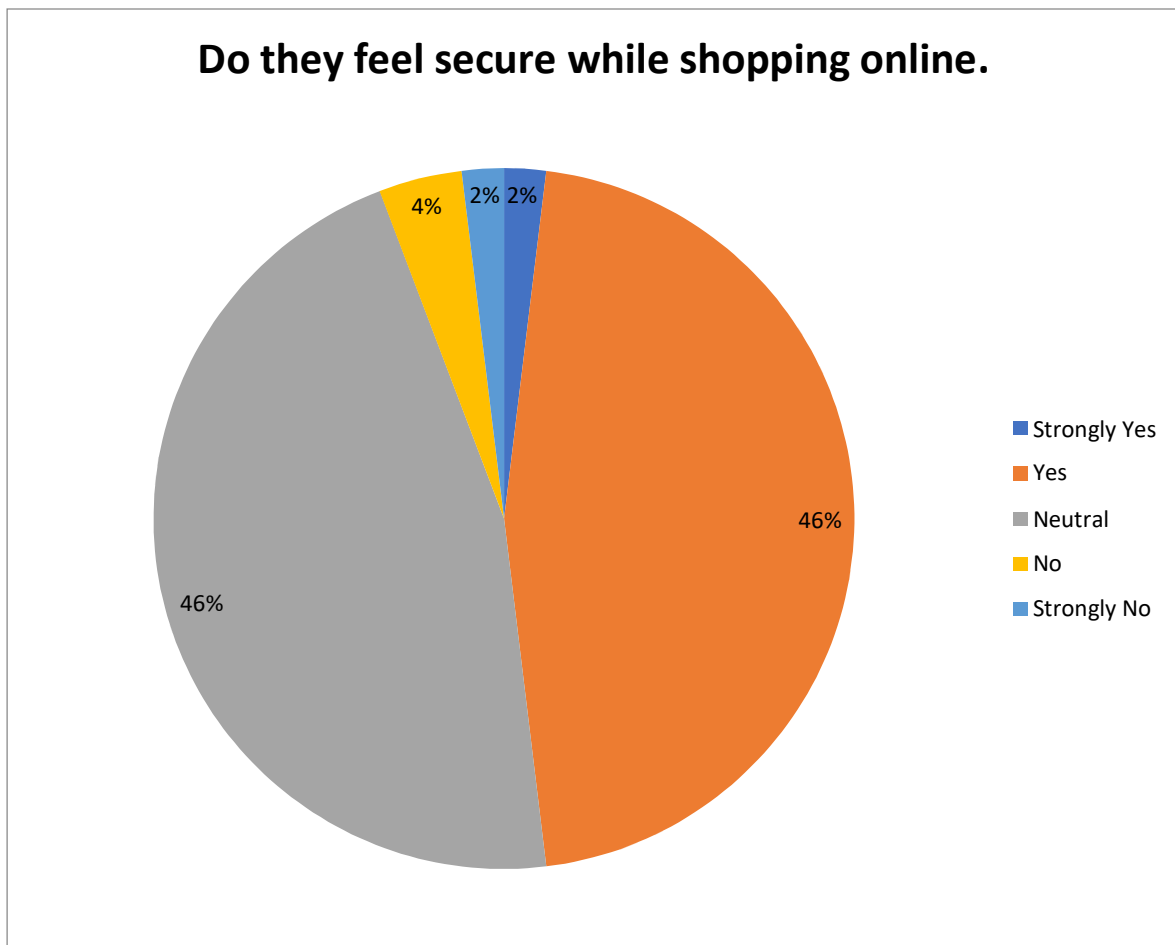
From the above table and figures out of 52 respondents, 19.23% i.e. 10 respondents started to shop online recently (less than 1 year), 34.62% i.e. 18 respondents started using online shopping 1-3 years, 28.85% i.e. 15 respondents used for 3-5 years while the remaining 17.31% i.e. 9 respondents used for more than 5 years.

Do they feel secure while shopping online.

Table 2.1.22 Do they feel secure while shopping online.

Options	No. of Respondents	Percentage
Strongly Yes	1	1.92%
Yes	24	46.15%
Neutral	24	46.15%
No	2	3.85%
Strongly No	1	1.92%
Total	52	100%

Figure 2.1.22 Do they feel secure while shopping online.



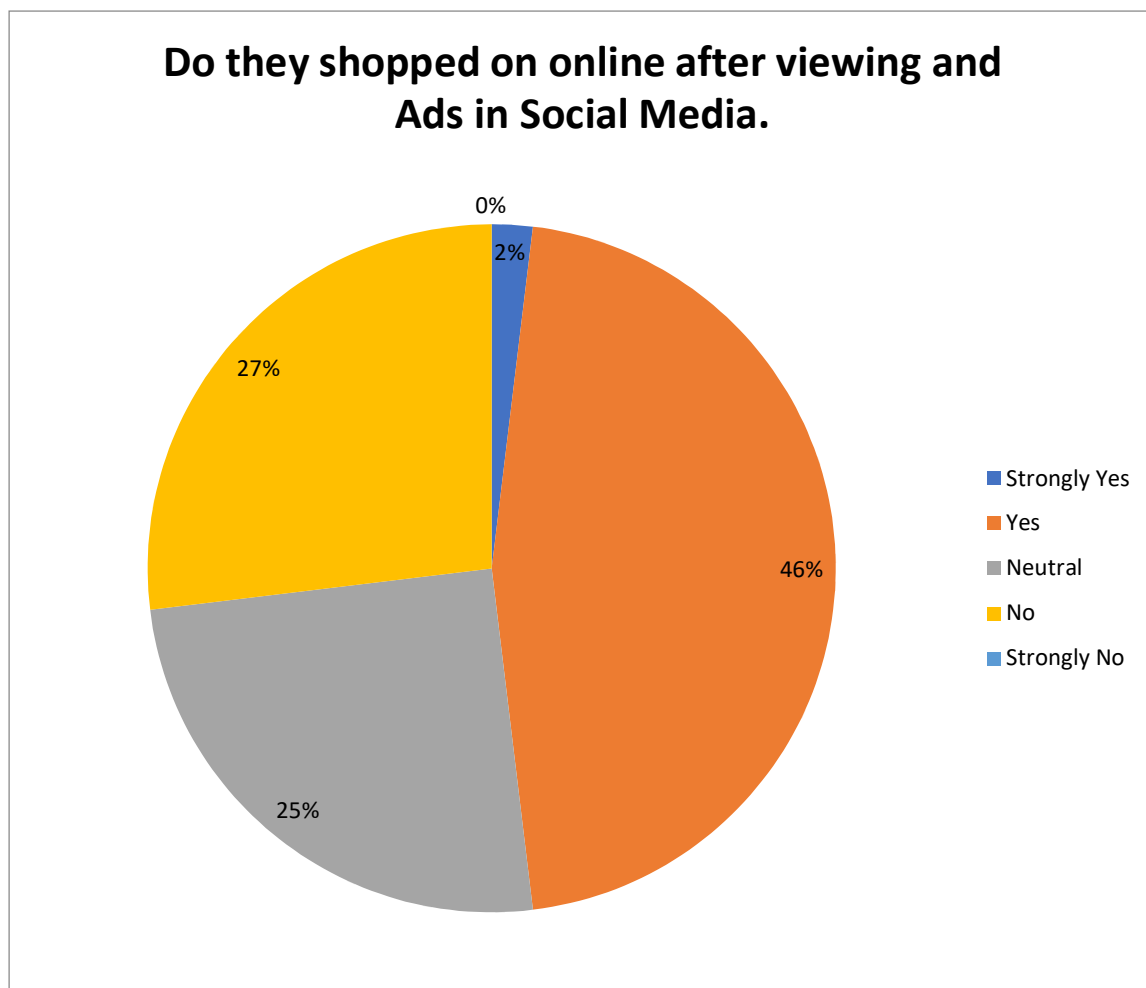
From the above table and figure out of 52 respondents, 1.92% i.e. 1 respondents strongly secured while shopping online, 46.15% i.e. 24 respondents feel secure, 46.15% i.e. 24 respondents do not have idea, 3.85% i.e. 2 respondents didn't feel secure while shopping online and the remaining 1.92% i.e. 1 respondent didn't feel secured at all while shopping online.

Do they shopped on online after viewing and Ads in Social Media.

Table 2.1.23 Do they shopped on online after viewing and Ads in Social Media.

Options	No. of Respondents	Percentage
Strongly Yes	1	1.92%
Yes	24	46.15%
Neutral	13	25%
No	14	26.92%
Strongly No	-	-
Total	52	100%

Figure 2.1.23 Do they shopped on online after viewing and Ads in Social Media.



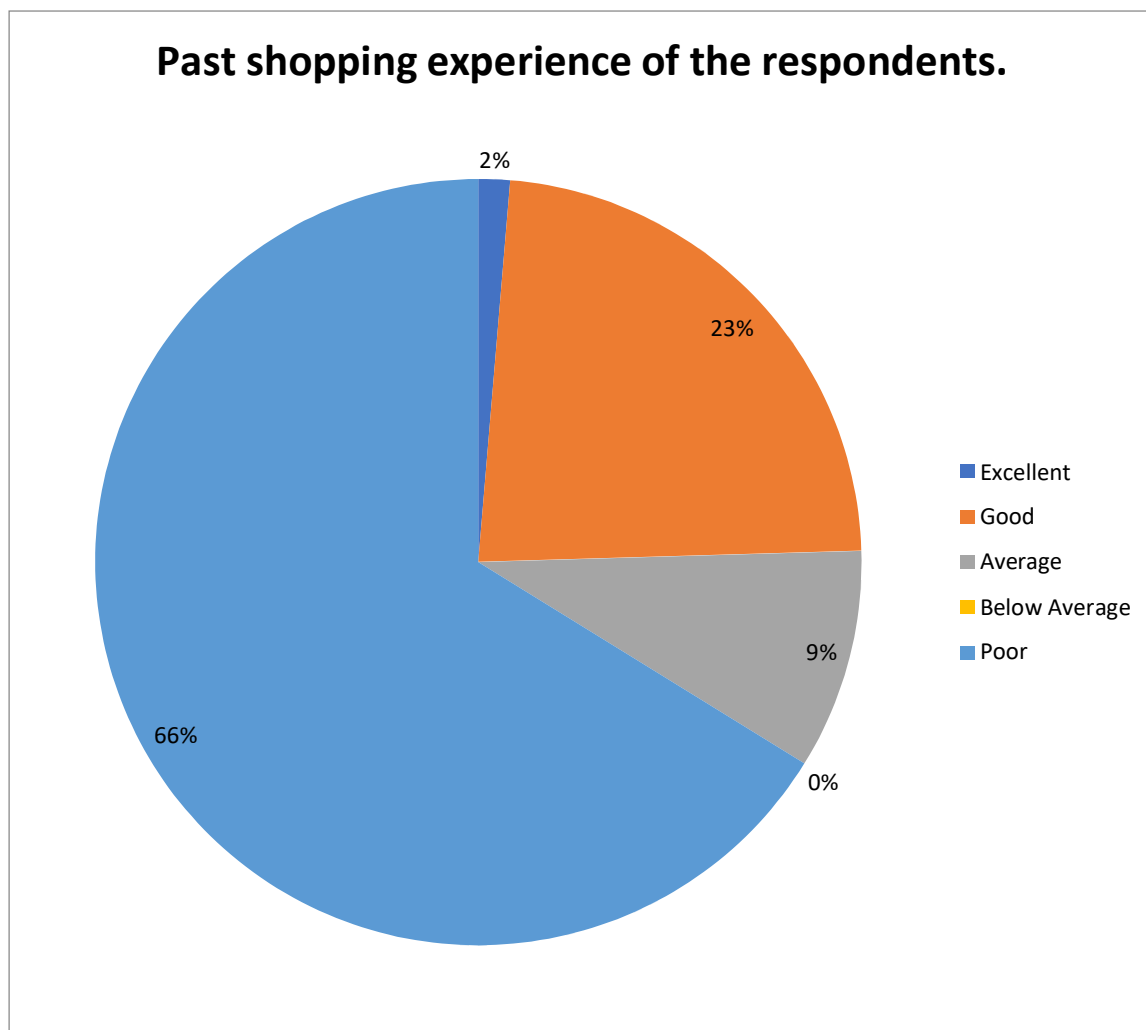
From the above table and figure, out of the 52 respondents 1.92% i.e. 1 respondent Strongly shopped on online after viewing the Ads, 46.15% i.e. 24 respondents went to shop on the service, 25% i.e. 13 respondents neither shop nor not shopping, 26.92 % i.e. 14 respondents do not shop after viewing an Ads.

Past shopping experience of the respondents.

Table 2.1.24 Past shopping experience of the respondents.

Options	No. of Respondents	Percentage
Excellent	2	3.85%
Good	35	67.31%
Average	14	26.92%
Below Average	-	-
Poor	1	1.92
Total	52	100%

Figure 2.1.24 Past shopping experience of the respondents.



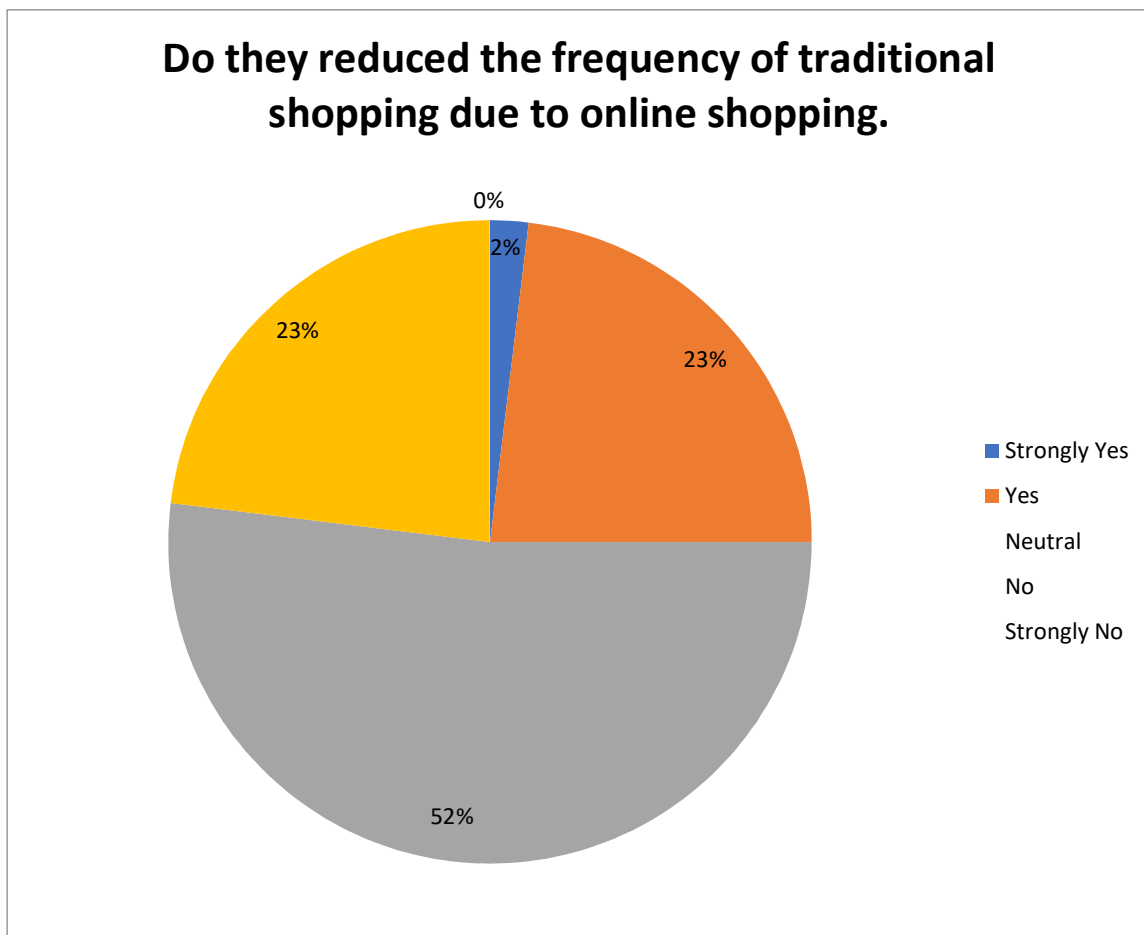
From the Table or Figure, out of the respondents 3.85 i.e. 2 respondents have an excellent shopping past experience, 67.31% i.e. 35 respondents past shopping experience is Good, 26.92% i.e. 14 respondents is Average while none of them is below average while 1.92% i.e. 1 respondent past shopping experience is poor.

Do they reduced the frequency of traditional shopping due to online shopping.

Table 2.1.25 Do they reduced the frequency of traditional shopping due to online shopping.

Options	No. of Respondents	Percentage
Strongly Yes	1	1.92%
Yes	12	23.08%
Neutral	27	51.92%
No	12	23.08%
Strongly No	-	-
Total	52	100%

Figure 2.1.25 Do they reduced the frequency of traditional shopping due to online shopping.



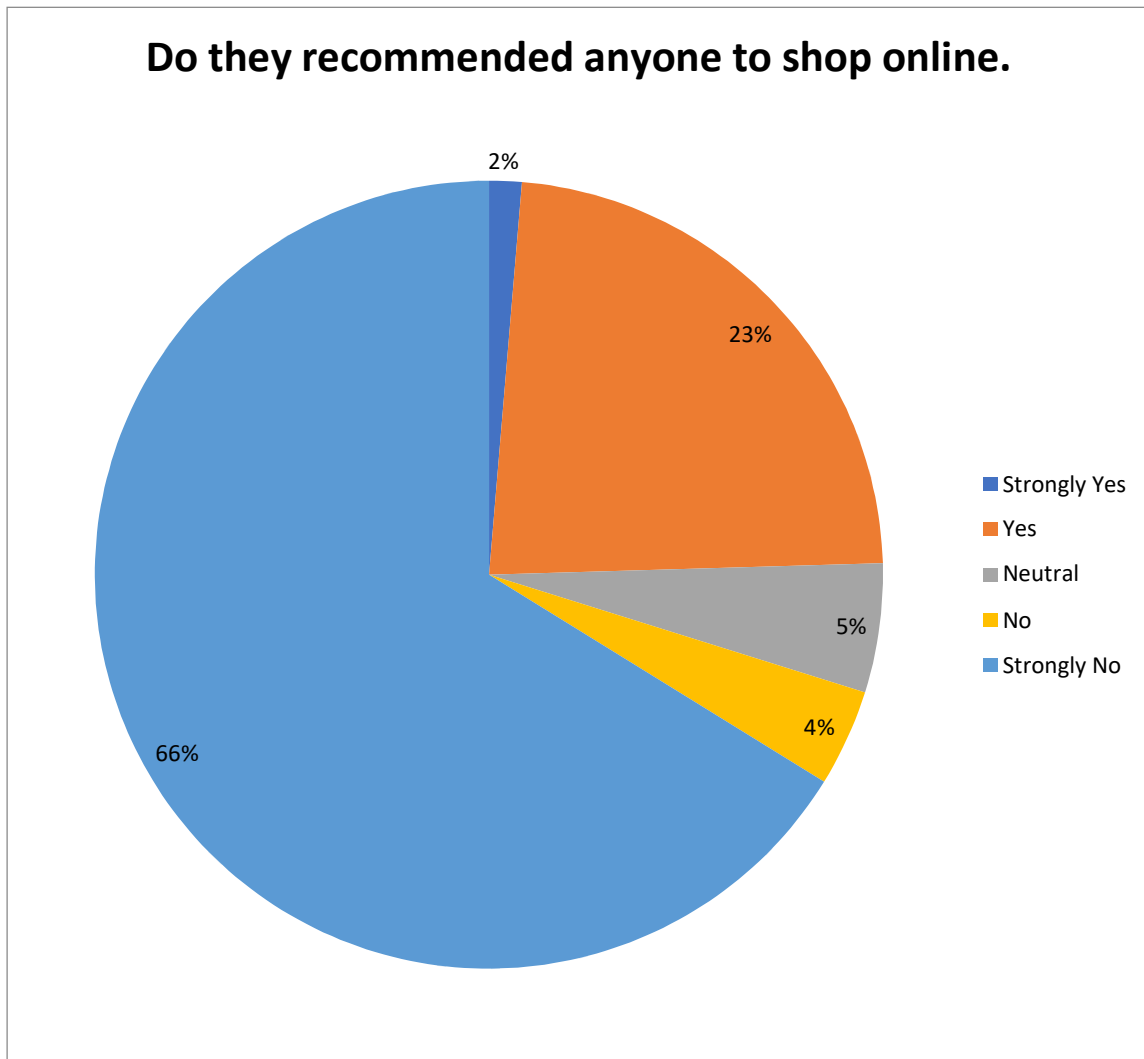
From the above table and figure out of the 52 respondents from the questions of “Do they reduced the frequency of traditional shopping due to online shopping?”, 1.92% i.e. 1 respondent voted for strongly yes, 23.08% i.e. 12 respondents voted for yes, 51.92% i.e. 27 respondents voted for neutral, 23.08% i.e. 12 respondents voted for no while none voted for strongly no.

Do they recommended anyone to shop online.

Table 2.1.26 Do they recommended anyone to shop online.

Options	No. of Respondents	Percentage
Strongly Yes	2	3.85%
Yes	35	67.31%
Neutral	8	15.38%
No	6	11.54%
Strongly No	1	1.92
Total	52	100%

Figure 2.1.26 Do they recommended anyone to shop online.



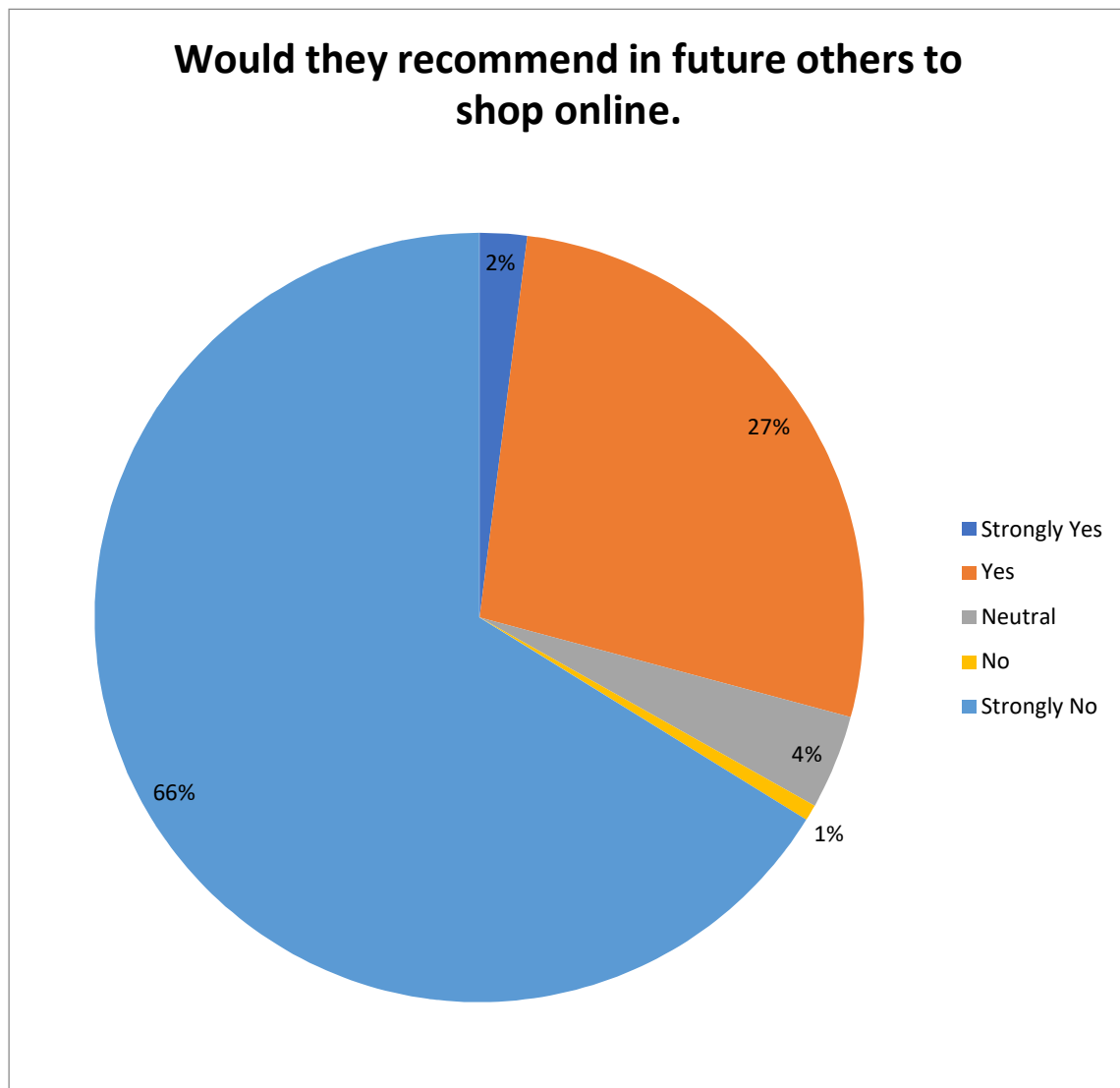
From the above table and figure out of the 52 respondents, from the questions asked, 3.85% i.e. 2 respondents voted for strongly yes, 67.31% i.e. 35 respondents voted for yes, 15.38% i.e. 8 respondents voted for neutral, 11.54% i.e. 6 respondents voted for no while 1.91% i.e. 1 respondent voted for strongly no.

Would they recommend in future others to shop online.

Table 2.1.27 Would they recommend in future others to shop online.

Options	No. of Respondents	Percentage
Strongly Yes	3	5.77%
Yes	41	78.85%
Neutral	6	11.54%
No	1	1.92%
Strongly No	1	1.92
Total	52	100%

Figure 2.1.27 Would they recommend in future others to shop online.



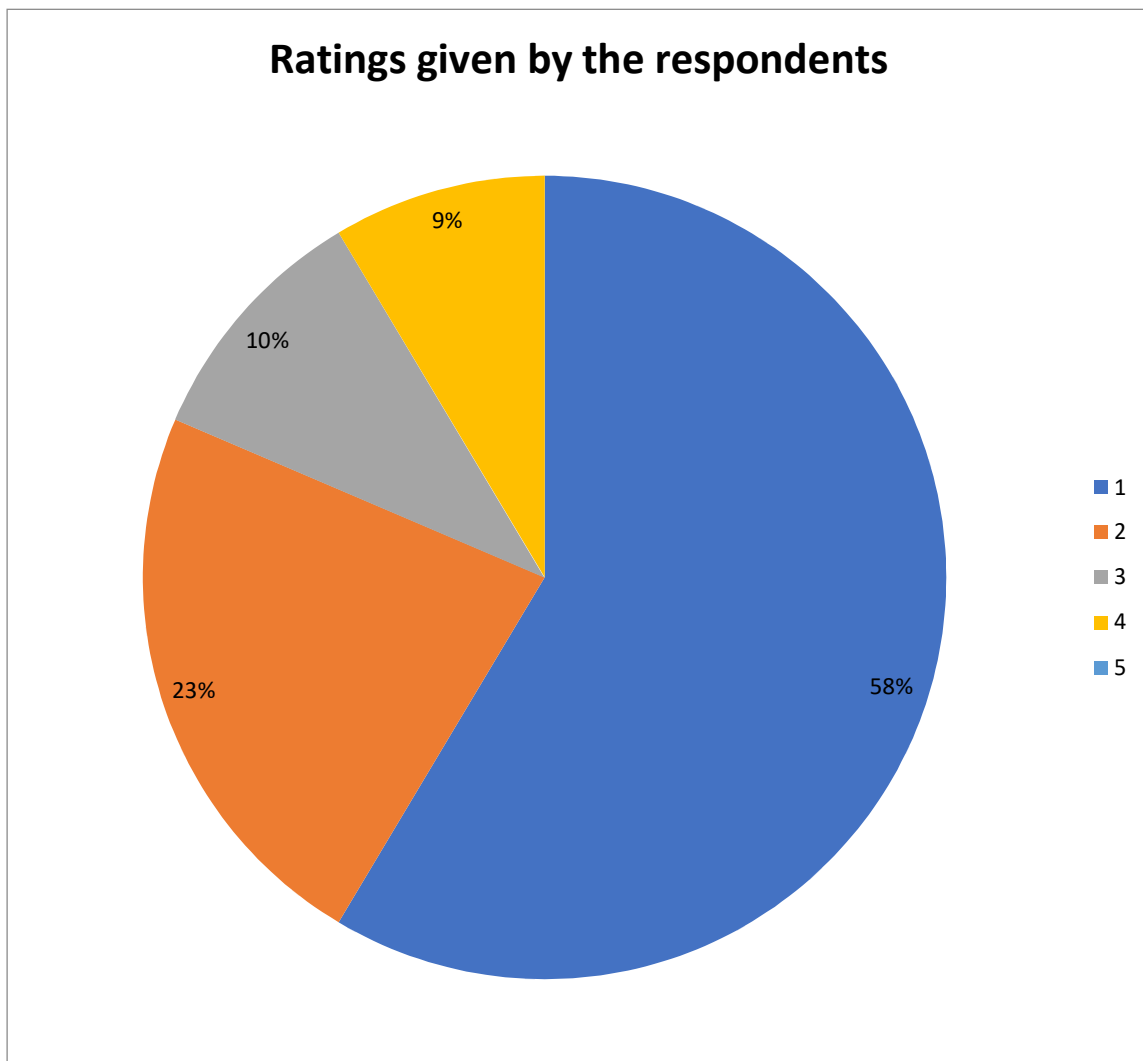
From the above table and figure out of the 52 respondents, from the questions asked, 5.77% i.e. 5 respondents voted for strongly yes, 78.85% i.e. 41 respondents voted for yes, 11.54% i.e. 6 respondents voted for neutral, 1.92% i.e. 1 respondent voted for no and 1.91% i.e. 1 respondent voted for strongly no.

Ratings given by the respondents.

Table 2.1.28 Ratings given by the respondents

Ratings	No. of Respondents	Percentage
<i>1</i>	1	1.92%
<i>2</i>	-	-
<i>3</i>	14	26.92%
<i>4</i>	31	59.62%
<i>5</i>	6	11.54%
Total	52	100%

Figure 2.1.28 Ratings given by the respondents.



From the above table and figure out of the 52 respondents, the respondents give ratings as, 1.92% i.e. 1 respondents voted for *1*, none voted for *2*, 26.92% i.e. 14 respondents voted for *3*, 59.62% i.e. 31 respondent voted for *4* and 11.54% i.e. 6 respondents voted for strongly *5*.

CHAPTER III
FINDINGS AND DISCUSSION

Findings and Discussion

- ❖ The online marketing is getting popular and larger day by day especially among the younger generation as they feel it more easier, comfortable and even some reduced their traditional shopping because of this. It is analysed from the survey that when a consumer makes a mind to purchase online goods he/she is affected by multiple factors. The main crucial identified factors are time saving, the best price and advertisements.
- ❖ Out of the total 52 respondents 52.85% were male and 46.12% were female.
- ❖ Majority (88.46%) of the respondents of my Questionnaire is 18-25 belongs to the age group.
- ❖ Majority (84.62%) of the respondents of my questionnaire is a Student and the qualification of most of them is Higher Secondary School.
- ❖ Majority (82.69%) of the respondents of my questionnaire source of income is from their family and majority (40.38%) family income per month is above Rs70000.
- ❖ Majority (44.23%) of the respondents spends their time daily on internet around 3-6 hours.
- ❖ Almost all of the respondents (92.31%) have somehow used online marketing for purchasing things and the most common website used from my respondents is Flipkart (40.38%).
- ❖ Majority (48.05%) of the respondents of my questionnaire mostly used to purchase Dresses. They also choose sometimes as the duration of things they purchased.
- ❖ Majority (55.77%) spent around Rs 1000-5000 for purchasing items on the website.
- ❖ Majority (55.77%) of the respondents of my questionnaire are satisfied on the products/items provided by online marketing.
- ❖ Majority (57.69%) are willing to spent Rs 1000-5000 for online shopping and most of the respondents (67.31%) thinks that online marketing is useful/helpful to them.
- ❖ Majority (50%) of the respondents of my questionnaire selected Pricing as the factors which motivate them to use online marketing.
- ❖ Majority (78.85%) of the respondents are preferring cash on delivery for their online shopping.
- ❖ Majority (46.15%) of the respondents of my questionnaire choose neutral as the satisfaction of the customer care provided by the company.

- ❖ Majority (38.46) of the respondents of my questionnaire is most influenced by online advertisements and 55.77% of the respondents prefer Online Advertisements.
- ❖ Majority (34.62%) of the respondents of my questionnaire started using online shopping/marketing for 1-3 years.
- ❖ The respondents who said yes and who said neutral are in the same percentage (46.15%) on whether they feel secure or not during their shopping.
- ❖ Majority (46.15%) of the respondents of my questionnaire shopped online at least once after viewing an advertisement.
- ❖ Majority (67.31%) of the respondents of my questionnaire past online shopping experience is good.
- ❖ Majority (51.92%) of the respondents of my questionnaire have reduced their frequency of traditional shopping due to online shopping.
- ❖ Most of the respondents (67.31) have recommended someone to shop online at least once and also 78.85% choose yes to recommend in future others to shop online.
- ❖ On the scale of 1-5 here are the ratings that the respondents rates about online shopping.

<u>Ratings</u>	<u>Percentage</u>
1	1.92
2	0.00
3	26.92
4	59.62
5	11.54

CHAPTER IV
SUGGESTION AND CONCLUSION

SUGGESTION AND CONCLUSION

Suggestion:

- ❖ The quality and pricing of the products is more important for the online shoppers.
- ❖ I would like to suggest people (those who didn't use online marketing) to use online marketing as soon as they can.
- ❖ Some of the products do not have Cash on Delivery options as a payment method, that Cash on Delivery options as must be available on all products, as most of the people prefer the items with Cash on Delivery options as payment method.
- ❖ The products picture should be clear and need to give correct picture of that product like colour, material design etc.
- ❖ The online marketing company should put their focus more on the Customer care.
- ❖ The online marketing company should advertise their products more on Social media as the people are now mostly influenced by online advertisements.

Conclusion:

In conclusion, our study revealed that young people have distinct preferences when it comes to online marketing.

Firstly, personalized ads were found to be highly effective. Youth respond positively when ads are tailored to their interests and needs, making them more likely to engage with the content.

Secondly, engaging and interactive content is crucial. The youth are drawn to creative and captivating marketing strategies that grab their attention and provide an enjoyable experience.

Furthermore, discounts and offers play a significant role in influencing their choices. Exclusive promotions and special deals are effective in capturing their interest and encouraging them to take action.

Lastly, transparency and authenticity are key factors in building trust and loyalty. Young consumers appreciate brands that are open and honest about their products, services, and values.

To effectively reach and engage the youth in online marketing, it is essential for brands to incorporate personalized ads, engaging content, discounts/offers, and a commitment to transparency and authenticity.

By understanding and catering to these preferences, brands can establish meaningful connections with the youth and cultivate long-term relationships. It's all about creating a personalized, interactive, and trustworthy online marketing experience that resonates with their interests and needs.

BIBLIOGRAPHY AND APPENDIX

BIBLIOGRAPHY

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APPENDIX

This is an academic mini research/project being undertaken by Remruatpuia Chhange 4th Semester B.Com, HATIM for the reward of Bachelor of Commerce. I would be very grateful to you if you could kindly spend your precious time and respond to it. All information will be confidential and will be used for academic purpose only.

1. Gender

- (a) Male (b) Female

2. Your age

- (a) Under 18 (b) 18-25 years (c) 25-30 years (d) Above 30 years

3. Occupation

- (a) Government Service (b) Business Person (c) Student (d) Others+

4. Educational Qualification

- (a) High school (b) Higher Secondary School (c) Graduate (d) Post Graduate

5. Source of Income

- (a) Family (b) Business (c) Salaries/Employed (d) Others

6. Your family Income

- (a) Below 10000 (b) 10000-40000 (c) 40000-70000 (d) Above 70000

7. Average time spent on Internet

- (a) Below 1 hour (b) 1-3 hours (c) 3-6 hours (c) Above 6 hours

8. Have you purchased items over Internet

- (a) Yes (b) No (c) No Idea

9. If Yes, please choose the website you've mostly used

- (a) Amazon (b) Flipkart (c) Myntra (d) Others+

10. What types of items you purchased the most

- (a) Musical Instruments (b) Electronic Accessories (c) Cosmetics (d) Dresses
(e) Others+

11. How often do you purchase items through online marketing

- (a) Not purchasing at all (b) Sometimes (c) Regularly (d) Everyday

12. how much money have you spent for online shopping in the past years
- (a) Below 1000 (b) 1000-5000 (c) 5000-10000 (d) Above 10000
13. Are you satisfied with the products provided by these companies
- (a) Strongly satisfied (b) Satisfied (c) Neutral (d) Dissatisfied (e) Strongly dissatisfied
14. How much money are you willing to spend to purchase an items available in the online marketing
- (a) Below 1000 (b) 1000-5000 (c) 5000-10000 (d) Above 10000
15. Do you think online marketing is useful/helpful to you
- (a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No
16. Which of the following factors motivate you to use online marketing
- (a) Pricing (b) Quality (c) Style (d) Others
17. which method of payment you used the most
- (a) Credit Card (b) Prepaid Card (c) Cash on Delivery (d) Others
18. Are you satisfied with the customer services provided by the company from where you've purchased items online
- (a) Strongly Satisfied (b) Satisfied (c) Neutral (d) Dissatisfied (e) Strongly dissatisfied
19. What mode of advertising influences you to buy any product
- (a) Magazine & Newspaper (b) Friends & Relatives (c) TV Commercials (d) Online Advertisements (e) Others+
20. Which mode of advertising you prefer
- (a) TV Commercials (b) Print ads: Newspaper & Magazines (c) Banners & Posters (d) Online Ads (e) Others+
21. How long ago did you start using online shopping/marketing websites for purchasing items
- (a) Less than 1 year (b) 1-3 years (c) 3-5 years (d) More than 5 years
22. Do you feel secure while shopping online
- (a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No
23. Have you ever shopped online after viewing an ads on social media
- (a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No

24. How is your past online shopping experience

(a) Excellent (b) Good (c) Average (d) Below average (e) Poor

25. Have you reduced frequency of traditional shopping due to online shopping

(a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No

26. Have you ever recommended any one to shop online

(a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No

27. Would you recommend in future others to shop online

(a) Strongly Yes (b) Yes (c) Neutral (d) No (e) Strongly No

28. On the scale of 1-5 how do you rate these Online Marketing

(a) 1 (b) 2 (c) 3 (d) 4 (e) 5