

A STUDY OF CONSUMER BEHAVIOUR ON DIGITAL
MARKETING IN TLANGNUAM LOCALITY, AIZAWL,
MIZORAM



*A report submitted to Department of Commerce, Higher and Technical Institute,
Mizoram (HATIM) for the academic year of 2021*

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CERTIFICATE

This is to certify that the dissertation entitled “A Study of Consumer Behaviour in Tlangnuam Locality, Aizawl, Mizoram” submitted to the Mizoram University for the award of the degree of Bachelor of Commerce, is a record of research work carried out by ‘Samuel Lalnunpuia’ 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.

Date: 30.6.2021
Place: Lunglei, Mizoram

C. LALRINSANGI
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DECLARATION

I, SAMUEL LALNUNPUIA, 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 basis of the award of any previous degree to me or to do the best of my knowledge to anybody else, and that the dissertation has not been submitted by me for any degree in any other University or Institute. This is being submitted to the Mizoram University for the degree of Bachelor of Commerce.

Date:30.6.2021

Place: Lunglei, Mizoram

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SAMUEL LALNUNPUIA

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CHAPTER-I
(INTRODUCTION)

CHAPTER-I

INTRODUCTION

1.1 CONCEPTUAL FRAMEWORK

The study is conducted in Aizawl the largest in terms of its geographical area and population and also the capital of Mizoram. Digital Marketing is not new in this area, majority of the family are using it broader ways. The study is conducted locality in Tlangnuam, Aizawl. The main purpose is to know the consumer behavior in Digital marketing by the people of modern scenario and also to know the weakness and effectiveness of Digital marketing by the consumer in Tlangnuam locality.

1.1.1 Meaning and concept of Digital Marketing

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). The basic concept of marketing is to match the supply and demand in a macro-economic scale while sales are the concept to match the need, utility and solution in the micro economic scale. The barter system was the ancient mode of trading in which the producers exchange the products with each other according to their need in a common place and it was the first mode of marketing noticed by Herodotus, the ancient Historian and the earliest statement about the origin of marketing activity was made by Herodotus only (Dixon & Donald, 1967).

Digital Marketing refers to online marketing, internet marketing. Digital Marketing not only essential for grabbing a wide area for marketing but it also equally essential for customers as it provides several opportunities to talk directly with customers. In the highly competitive market and technology advancement with the usage of the internet has shifted the marketing strategies to digital marketing strategies and the way of dealing with the customers over time. Day by day it increases the use of digital

marketing as the consumer gets a wide variety of products not only within particular geographical boundaries but from all over the entire world. The term digital marketing has become popular over a while.

Digital marketing markets the product and services mainly on the internet but also any digital medium like mobile phones. Marketing through the digital medium gives more satisfaction to the customers as they can ask queries and can also give suggestions related to any product and services. In the digital market medium for communicating is much more convenient than traditional marketing as a medium of communicating is mainly through the website, chat, Email, etc. To expand and grow any business worldwide digital marketing is one of the fast ways to develop as they use digital tools which makes marketing much easier. It reaches a large number of customers from all over the world in less time. Through analytics, it is very easy to measure the efficiency of a campaign whereas in traditional marketing it is very difficult to measure the efficiency of a campaign. In the digital market it is very easy to make changes and update information continuously from time to time according to their goals and services and with the help of internet customers at any place and at any time can go through the given information which is beneficial for them.

1.1.2 Consumer Behaviour

Modern technology has played a large role in consumer behaviour, as people living a hectic life are increasingly being informed about products via the Internet and social networks, because technology has now enabled them to access information and order products faster via the Internet (Knezevic and Bilic, 2015)

Online purchase is a substitution for the traditional method of marketing in which marketers and customers used to sell and buy the products in shops or at common marketplaces because traditional marketing is convenient to both buyers. The marketplace may be the locations identified by the local bodies so that the safety and

protection of both parties can be ensured. The exchange of value is based on ‘paper currency’.

Online purchasing is a new buying behavior that emerged after the evolution of the internet and advancement in computer techniques. The Online fund transfer and ordering supported by logistics had given birth to a new retail channel parallel to the traditional path. The payment can be done using a debit or credit card or UPI through scanning the code. The credit cards and EMIs towards payment mechanism further simplified the payment process.

The emergence of android phones, high-speed internet, and Wi-Fi systems eased the use of the internet. Now online purchase has emerged as a part of daily life routine and culture. Online retailers like Amazon, Flipkart are the biggest giants in e-retailing in the Indian market. Many leading brands in every domain of business use the internet service in all the functional areas to manage their business activities.

1.2 LITERATURE REVIEW

An intensive literature review is undertaken to familiarize with the consumer behavior on Digital Marketing, to identify the research problem and to develop appropriate methodology. Relevant literatures are reviewed here:

Mudassir, Mohd Moinuddin (2017) conducted a study in the broader way to take all the input from the qualified respondents (online shoppers) by conducting both qualitative and quantitative study to understand that how digital marketing impacts on their behaviour. This study has selected only two areas of digital marketing i.e. online ad banners and digital word of mouth (DWOM) in the form user generated product reviews and ratings. How the consumer encounter with these tools of digital marketing in their purchasing decision making process.

Jenyo Gabriel K and Soyoye Kolapo M at al., (2005) conducted a study on online marketing and consumer purchase behaviour: a study of Nigeria firm’s the

result indicates that there is a significant relationship between consumer's purchase decisions and infrastructure for the Internet. This is because the calculated R-value of 0.851 is also greater than the r-table value given. Finally, there is a significant relationship between consumer's purchase decisions and Internet security accrued to the calculated R-value of 0.835 which is greater than the r-table value of 0.150 given at 48% degree of freedom and 0.05 level of significance.

Amira M. Omar and Nermine Atteya et al., (2020) conduct a study the impact of digital marketing on consumer buying decision process in the Egyptian market. The results indicate that the mobile as a digital marketing channel has a negative impact on the consumer buying decision through all the stages of the consumer buying decision process. Also, re-targeting has a high impact on consumer decisions in the evaluation stage; then, information research needs recognition, purchase decision, and post-purchase.

Dr. Gagandeep K. Nagar and Dr. R Gopal at al., (2014) conduct a study the effect of digital marketing communication on consumer buying behaviour. The result indicated the order of importance and the characteristics exhibited by male and female customers while online shopping. Females being more sensitive than their male counterparts, among the all-price variable piece factor were the one that has highly influenced female customers while online shopping.

C. Kathiravan, P. Mahalakshmi, V. Palanisamy (2019) stated that in gender orientation there is a critical connection between consumers' supposition about unconstrained buying fulfil me to shop impulsively, for in the age shrewd there is no critical connection between consumers' conclusion about “I regularly purchase things suddenly and think later portrays me”, “I cautiously plan the more significant part of my shopping minute”, and “I purchase item or administrations”. In the salary examination of difference of relapse investigation there is a noteworthy connection between consumers' conclusion about frequently purchase things precipitously,

“Purchase now and think later portrays me”, “I purchase an item or administrations to lift my temperament that minute”.

Khalid Mohummed Alomari , Aya Naser Yousef Maqableh, Ali A. Salah , Khaled (M.K) Ismail Alshaketheep, Ahmad Abdullah abuJray (2020) indicated that the students are more conscious of and likely to purchase such items in relation to their knowledge of halal digital marketing. the unemployed and others. The difference in significance between the whole variable in digital halal marketing and consumer behaviors was more than 5 percent.

Ramzan Sama (2019) conducted a study on the Impact of Media Advertisements on Consumer Behaviour. The majority of research work found that newspaper advertisements are more effective in influencing PURDEC. This research also established the significant influence of newspaper advertisements on PURDEC. This explains the popularity of newspapers among advertisers as one of the most preferred media after TV.

1.3 RATIONALE OF THE STUDY

We are now in a digital world. Digital Marketing allows businesses to reinvent their marketing strategies to better connect with target customers and to stay relevant from the customer’s perspective. In the process, businesses leverage technology-enabled tools such as emails, blogs, and social media to expand the reach of their offerings. People do not have time for going to the market as it wastes a lot of their time and energy. Online shopping is used by almost every family now a day as it is easy and beneficial for the customer. Businesses now realize the importance of customer behavior information and usage data to draft new marketing strategies. Furthermore, this has reinvented the advertising approaches to providing more focused and accurate messages to customers. The project work is done with the view to fill the gap on literature relating to consumer behaviour on digital marketing.

Digital Marketing is important for students in scaling up, with a lot of activities to keep students interested in Digital Marketing. Students get the required ammunition to be prepared for quality jobs and further studies by making their online presence felt through platforms like LinkedIn, Blogs, websites, or Reviews. A strong online presence boosts a student's profile and ability to crack interviews. Also, early knowledge will always add to their skills, since every company would be keen to employ students with multiple skills than those with job-specific ones. At present every business is about promotion and marketing, and they would not invest in you unless you promote yourself online.

1.4 STATEMENT OF THE PROJECT

Many people used digital marketing as a platform for shopping and hotel reservation, mobile wallet, etc. but for some people, online shopping is not satisfying, one reason is that people ordered the products from online shopping but when they received the product it is not up to their expectation and many people are disappointed and they lost their trust of online shopping.

Digital Marketing mostly depends on Internet. There are many hackers and spammers present on internet who can breach your security and misuse your social media accounts. So, in digital marketing it is necessary to be aware and alert. Another Security issue on digital marketing is when a customer queries for any online service, there is a risk that the company doesn't give complete information about the service. Later, any unidentified user may use it against the customer.

In this Technical World, there are some areas where the connectivity of internet is not available or the internet connection is very poor. So, in those remote areas, digital marketing has no use and Function. That's why without internet, digital marketing is nothing. Another problem is that there are some users who had less trust and are less interested in internet. They avoid Internet advertisement. Even they distrust on advertisement on internet. For these reasons digital marketing offers a potentially rewarding location for investigating consumer behaviour and exploring the factors

underlying their development. Therefore, given the significant importance of digital marketing and the gap in the literature, the researcher aims to obtain a broad overview of behaviour and utilization of digital marketing by the respondents.

1.5 OBJECTIVE OF THE PROJECT

The main objectives of the project are as below:

1. To study the Demographic and social-economic profile of the respondent.
2. To analyze the consumer behavior on Digital Marketing.
3. To identify whether Digital Marketing is effective for the people.
4. To find the challenges and problems in adoption of Digital Marketing.

1.6 RESEARCH METHODOLOGY:

1.6.1 Data collection

The data will be collected from both primary as well as secondary sources. Primary data will be collected from respective respondents. For collection of primary data, a structured questionnaire with open ended and close ended questions will be prepared for the respondents.

The secondary data is collected from various published and unpublished sources including Journals, Magazines, Publications, Reports, Books, Dailies, Periodicals, Articles, Research Papers as well as Web sites.

1.6.2 Sampling Method

The study is conducted in Aizawl the largest in terms of its geographical area and population and also the capital of Mizoram. Random sampling method was adopted in this research. Here, random residents of Tlangnuam, Aizawl were chosen and each individual has the same probability of being chosen at any stage during the sampling process. The study is conducted by giving out questionnaires randomly to people living in Tlangnuam through Google forms link and among which 45 responses were received.

1.6.3 Data Processing

Microsoft Excel was used to analyze the collected data and presented in frequency tables and percentages.

1.7 LIMITATION OF THE PROJECT

The following are some of the limitations of the project:

1. The respondents may not be very truthful to the questionnaire handed out to them and may reply with false information.
2. The study is conducted within a limited short time. Therefore, there is not enough time to cover more sample

1.8 CHAPTER PLAN:

These are the chapter plan for the study:

Chapter I: INTRODUCTION

- 1.1 Conceptual Framework
- 1.2 Literature Review
- 1.3 Rational of Project Study
- 1.4 Statement of the Problem
- 1.5 Objective of the Project
- 1.6 Research Methodology
- 1.7 Limitations of the Project
- 1.8 Chapter Plan

Chapter II: ANALYSIS AND INTERPRETATION OF DATA

Chapter III: RESULTS AND DISCUSSIONS

Chapter IV: CONCLUSIONS AND SUGGESTIONS

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APPENDIX

CHAPTER-II

(ANALYSIS AND INTERPRETATION)

CHAPTER - II

ANALYSIS AND INTERPERTATION

This chapter analyses the demographic background of the respondents. It also analyses the behaviour of online consumers.

2.1 DEMOGRAPHIC PROFILE

In this section, the researcher analyzed the demographic profile of the respondents.

2.1.1 Age of the respondents

Table 2.1.1 indicates the age of the respondents

Table 2.1.1 Age of the respondents

Age	Frequency	Percentage (%)
10-20	11	24.4
21-30	34	75
31-40	0	0
40 Above	0	0
Total	45	100

Source: Primary data

The above table shows that majority of the respondents are between the age group 21-30. We can see that 24.4% (11) respondents are between 10-20. The largest age group is between 21-30 where 75 % (34) of the respondents defines to this group.

2.1.2 Gender Distribution of the respondents

Table 2.1.2 indicates the gender of the respondents

Table 2.1.2 Gender of the respondents

Gender	Frequency	Percentage (%)
Male	23	51.1
Female	22	48.9
Total	45	100

Source: Primary data

From the above table we can see that 51.1% (23) of the respondents are male, while the remaining 48.9% (22) are female.

2.1.3 Occupation distribution of the respondents

Table 2.1.3 indicate occupation of the respondent

Table 2.1.3 Occupation of the respondent

Occupation	Frequency	Percentage (%)
Unemployment	3	6.7
Student	28	62.2
Employment	10	22.2
Business	3	6.7
Other	1	2.2
Total	45	100

Source: Primary data

The table shows that 6.7% (3) of the respondents are Unemployment. It shows that majority of the respondents are students which 62.2% (28). while. 22.2% (10) of the respondents are Employment, 6.7% (3) of the respondents are Business and 2.2% (1) of the respondent is Other

2.1.4 Family income (Monthly)

Table 2.1.4 indicate Family income (Monthly)

Table 2.1.4 Family income (Monthly)

Family income (Monthly)	Frequency	Percentage (%)
Below Rs 30,000	4	8.9
Rs 30,000-60,000	14	31.1
Rs 60,000-90,000	24	53.3
Above Rs 90,000	3	6.7

Source: Primary data

The above table mentions the family monthly income of the respondents of which 8.9% (4) of the respondents are with a monthly income of less than Rs 30,000, 31.1% (14) with an income between Rs 30,000-60,000. 53.3% (24) with an income between Rs 60,000-90,000 while the remaining 6.7% (3) with an income above Rs 90,000.

2.2 ATTITUDE AND BEHAVIOUR

In this section, the researcher had studied the attitude and behavior of the respondents regarding online shopping.

2.2.1 What type of product you purchase online

Table 2.2.1 Shows type of product purchased online by the respondents.

Table 2.2.1 What type of product you purchase online

What type of product you purchase online	Frequency	Percentage (%)
Nothing	3	6.7
Intense not easily available in normal shop	16	35.6
Any items that I feel attractive	21	46.7
Item having high discount	5	11.1
Total	54	100

Source: Primary data

The above table shows that 6.7% (3) of the respondent did not purchase anything online, 35.6% (16) of the respondents use online shop for buying which is not available in the shop, 46.7% (21) of the respondent purchase they feel attractive, 11.1% (5) of the respondent purchase item having a high discount.

2.2.2 Average time spend on internet

Table 2.2.2 Shows Average time spend on internet by the respondents.

Table 2.2.2 Average time spend on internet

Average time spend on internet	Frequency	Percentage (%)
Below 1 hour	1	2.2
1 - 2 hour	0	0
2 - 3 hour	8	17.8
3 - 4 hour	18	40
Above 4 hours	18	40
Total	45	100

Source: Primary data

The table shows how many hours the respondents spend on the Internet in relation to their age. It can be noticed that most of the respondents claim to spend 3 to 4 hours a day on the Internet, i.e. 40% (18), 17.8% (8) of the respondent use internet between 2-3 hour; while 40% (18) of the respondent are in 4 hours above, some of the respondents use the internet for 1-2 hours, i.e. 2.2% (1). As the majority of the population spends their time on the Internet, many businesses are increasingly using the Internet as a channel for sales and distribution, all for the purpose of improving the interactive relationship between the business and the consumers. With this, we can say that digital marketing has a greater impact on the population.

2.2.3 Have you purchase any product or service influence by ad banner.

Table 2.2.3 Shows whether they purchase any product or service influence by ad banner.

Table 2.2.3 Have you purchase any product or service influence by ad banner.

Have you purchase any product or service influence by ad banner?	Frequency	Percentage (%)
Yes	9	20
No	36	80
Total	45	100

Source: Primary data

The table shows that 80% (36) respondents are purchase influence by ad banner while 20% (9) of the respondent are not influenced by ad banner.

2.2.4 How do you come to know about new products available online.

Table 2.2.4 Shows how the respondent know about new products available online.

Table 2.2.4 How do you came to know about new products available online.

How do you come to know about new products available online	Frequency	Percentage (%)
Advertisement in social media	29	64.4
Peer	4	8.9
Other and discounts promotions	9	20
Affiliated pop up	3	6.7
Total	45	100

Source: Primary data

The above table shows 64.4% (29) of the respondents know about new products available from advertisement, 8.9% (4) of the respondent know from peers about a new product available online, while 20% (9) of the respondent know from discount

promotion, the remaining 6.7% (3) of the respondent know new product available online from affiliated pop up.

2.2.5 What attitude motivate you to use online for purchasing.

Table 2.2.5 indicate what attitude motivate the respondents to use online for purchasing.

Table 2.2.5 What attitude motivate you to use online for purchasing.

What motivate you to use online for purchasing	Frequency	Percentage (%)
Quality conscious	5	11.1
Money saving	20	44.4
Easiness in purchase	16	35.6
Time saving	4	8.9
Total	45	100

Source: Primary data

The table shows the most common reasons for online shopping. 45 respondents answered this question. 44.4% (20) of respondents buy online for the reason that they save money, while 35.6% (16) of respondents buy online due to the easiness of purchase. 11.1% (5) of respondents buy because of quality-conscious but still choose to buy it. 8.9% (4) of respondents prefer to buy online because of time-saving. The Internet is a new medium for businesses to market their products. It is considered a form of mass communication because it enables consumer feedback with just one click on an ad.

2.2.6What is your opinion about ad banner?

Table 2.2.6 shows the respondent opinion about ad banner

Table 2.2.6 What is your opinion about ad banner?

What is your opinion about ad banner?	Frequency	Percentage (%)
A brand that I am familiar with and trust	23	51.1
Price information	5	11.1
Special offers, discount and deals	9	20
Product information	8	17.8
Celebrities and famous people	0	0
Total	45	100

Source: Primary data

The table shows that majority of the respondent is familiar with the product and trust the brand, ie. 51.1% (23). While 11.1% (5) of the respondent have an opinion on ad banners about price information. 20% (9) of the respondent have an opinion about ad banners in offer, discount, and sale. Meanwhile, 17.8% (8) of the respondent have an opinion on ad banner about product information, it can be noticed that the majority of the respondent is familiar with an ad banner.

2.2.7 What influence your purchase decision the most

Table 2.2.7 shows what influence purchase decision of the respondents the most

Table 2.2.7 What influence your purchase decision the most

Online ads	Online mode	Friend/Parent	Option	Self-decision
11.10%	8.90%	2.20%	4.40%	77.80%

Source: Primary data

The table shows that 11.1% (5) of the respondent are influenced by online advertisement, while 8.9% (4) of the respondent are influenced by online mode. 2.2% (1) of the respondents influence by a friend's parent and 4.40% (2) of the respondent

influenced by options, 77.80% (35) majority of the respondent influenced by self-decision.

2.2.8 Which are the following digital media platforms do you use?

Table 2.2.8 Shows what digital media platform used by the respondent.

Table 2.2.8 Which are the following digital media platforms do you use?

Facebook	Twitter	Instagram	WhatsApp	Snapchat	LinkedIn	YouTube
55.60%	15.60%	80%	88.90%	6.70%	2.10%	64.40%

Source: Primary data

The table shows that 55.60% (25) of respondents use Facebook, while 15.60% (7) use Twitter. Instagram used by 80% (36) of respondents, 88.9% (40) of respondents use WhatsApp, 6.7% (3) respondents use snapchat 0.2.10% (1) of respondents use LinkedIn and 64.40% (29) of the respondent use YouTube.

2.2.9 Are you aware of digital media platforms?

Table 2.2.9 Shows whether the respondents are aware of digital media platforms.

Table 2.2.9 Are you aware of digital media platforms?

Are you aware of digital media platform	Frequency	Percentage (%)
Not at all aware	7	15.6
Slightly aware	7	15.6
Somewhat aware	26	57.8
Moderately aware	3	6.7
Extremely aware	2	4.4
Total	45	100

Source: Primary data

The Above table shows that 15.6% (7) of the respondent are not aware of digital media platform, while 15.6 (7) of the respondents are slightly aware, 57.8% (26) most of the respondent are somewhat aware of digital media, 6.7% (3) of the respondent are moderately aware of digital media platform and 4.4% (2) of the respondent are extremely aware.

2.2.10 How much influence do you feel ad banner have over your buying behavior

Table 2.2.10 Show much influence the ad banner have over the buying behavior to the respondent

Table 2.2.10 How much influence do you feel ad banner have over your buying behavior

How much influence do you feel ad banner have over your buying behavior?	Frequency	Percentage (%)
Highly influence	4	8.9
Moderately influence	9	20
Not sure	24	53.3
Less influence	8	17.8
Not at all	0	0
Total	45	100

Source: Primary data

The above table shows that 8.9% (4) of the respondent have highly influence, while 20% (9) of the respondent have moderately influence, 53.3% (24) most of the respondents are not sure and 17,8% (8) of the respondent is less influence.

2.2.11 How often do you enquire about the online ads

Table 2.2.11 indicate how often the respondents enquire about the online ads.

Table 2.2.11 How often do you enquire about the online ads

How often do you enquire about the online ad's	Frequency	Percentage (%)
Frequently	7	15.6
Less Frequently	26	57.8
Never	12	26.7
Total	45	100

Source: Primary data

The table shows that majority of the respondent is not much enquired by the ad's banner. 15.6% (7) of the respondent are frequently aware, while 57.8% (26) of the respondent are less frequently about the ad's banner, 26.7% (12) of the respondent are never enquire about the ad's banner.

2.2.12 How do you react when the product you purchase is not up to your expectation?

Table 2.2.12 Show the respondents' reaction when the product they purchased is not up to their expectation

Table 2.2.12 How do you react when the product you purchase is not up to your expectation?

How do you react when the product you purchase is not up to your expectation?	Frequency	Percentage (%)
Disappointed	7	15.9
Return the product	10	22.7
Complain and compromise	6	13.6
Make decision never to buy online	3	6.8
Resell	18	40.9
Total	45	100

Source: Primary data

The above table mention how do the online consumers react when they received the product in which 15.9% (7) of respondents were disappointed but do nothing,22.7% (10) return the product,13.6% (6) of the respondents make a complaint, and forgive,6.8% (3) of the respondent make a decision never to buy and 40.9% (18) of the respondent's resale the product. It shows that most of the respondents are resell when the product is not up to their expectations.

2.2.13 Which online product/service you use more? (Service or product offered online)

Table 2.2.13 Shows that which product/services use more by the respondents

Table 2.2.13 Which online product/service you use more? (Service or product offered online)

Which online product/service you use more	Frequency	Percentage (%)
Mobile wallets	2	4.4
Paytm, Google pay	15	33.3
Online Banking	5	11.1
Hotel reservation	3	6.6
Clothing	12	26.6
Gifts	3	6.6
Home and kitchen	2	4.4
Electronics	3	6.6
Total	45	100

Source: Primary data

The above table mention that which online product/service use more by the respondents. 4.4% (2) of the respondent are used Mobile wallets, 33.3% (15) of the respondent are used Paytm, Google pay, while 11.1% (5) of the respondent are online banking and 6.6% (3) of the respondent are used for hotel reservation, 26.6% (12) of the respondent are used for shopping. 6.6% (3) of the respondent are used for buying a gift. 4.4% (2) of the respondent use for buy home and kitchen needs and the remaining 6.6% (3) of the respondents use for electronics. It can be noticed that the majority of the respondent are frequently in online products/services.

2.2.14 Influence of social media on consumer behavior: Which Social media influence you more? (Social Media)

Table 2.2.14 shows what social media influences the respondents the most.

Table 2.2.14 Which Social media influence you the most?

Which Social media influence you the most?	Frequency	Percentage (%)
WhatsApp	17	37.7
Facebook	8	17.7
Youtube	8	17.7
Instagram	10	22.2
Quora	0	0
Linked.in	0	0
Twitter	2	22.2
Total	45	100

Source: Primary data

The above table shows that the respondent social media influence more. Which social media influences more. 37.7% (17) of the respondent are influenced by WhatsApp, 17.7% (8) of the respondent are, used Facebook, while 17.7% (8) of the respondent are, used Youtube and 22.2% (10) of the respondent are frequently used Instagram. It shows that some of the respondents are not frequently on Twitter, Linked In, and Quora. Meanwhile, YouTube, Facebook, Instagram, and WhatsApp are frequently used by the respondent.

2.2.15 Online advertisement help to make better selection.

Table 2.2.12 shows whether online advertisement help the respondents to make better selection.

Table 2.2.15 Online advertisement help to make better selection.

Online advertisement helps to make better selection.	Frequently	Percentage (%)
Strongly Disagree	2	4.4
Disagree	4	8.9
Neutral	29	64.4
Agree	10	22.2
Strongly Agree	0	0
Total	45	100

Source: Primary data

The above table shows that 4.4% (2) of the respondent strongly disagrees, while 8.9% (2) of the respondents disagree. 64.4% (29) majority of the respondents have no thoughts concerning it. and the remaining 22.2% (10) of the respondent agrees.

2.2.16 Advertisement is essential

Table 2.2.16 indicates the opinion of the respondents whether the find advertisement as an essential component.

Table 2.2.16 Advertisement is essential

Advertisement is essential	Frequency	Percentage (%)
Strongly Disagree	3	6.7
Disagree	2	4.4
Neutral	15	33.3
Agree	25	55.6
Strongly Agree	0	0
Total	45	100

Source: Primary data

The above table shows that 6.7% (3) of the respondents strongly disagree, 4.4% (2) of the respondents disagree, while 33.3 (15) of the respondents have no thoughts concerning it, 55.6% (25) of the respondent agrees. It can be noticed that for some people advertisement is not essential.

2.2.17 Do advertisement actually leads you to buy the product

Table 2.2.17 Shows whether advertisement is actually responsible for the respondents to buy the products.

Table 2.2.17 Do advertisement actually leads you to buy the product

Do advertisement actually leads you to buy the product	Frequently	Percentage (%)
Strongly Disagree	3	6.7
Disagree	2	4.4
Neutral	19	42.2
Agree	21	46.7
Strongly Agree	0	0
Total	45	100

Source: Primary data

The above table mention if people do advertisement leads to buy the product which 6.7% (3) of the respondents strongly disagree, 4.4% (2) of the respondents disagree, and 42.2% (19) of the respondent have no idea about it, 46.7% (21) of the respondents agree. It shows that for some people's advertisements did not lead to buy the product.

2.2.18 Most online Advertising are highly educative

Table 2.2.18 indicates the opinion of the respondents whether they find most online Advertising highly educative or not.

Table 2.2.18 Most online Advertising are highly educative

Most online Advertising are highly educative	Frequently	Percentage (%)
Strongly Disagree	2	4.5
Disagree	2	4.5
Neutral	19	43.2
Agree	20	45.5
Strongly Agree	1	2.3
Total	45	100

Source: Primary data

The above table shows that 4.5% (2) of the respondents strongly disagree, 4.5% (2) of the respondents disagree, 43.2% (19) of the respondents have no idea about it, 45.5% (20) of the respondents agree, and the remaining 2.3% (1) of the respondent agree. It shows that majority of the respondent think that online advertising are highly educative.

2.2. 19 Online advertising produce intense desire to buy the concerned product

Table 2.2. 19 Shows the respondents opinion on whether online advertising produce intense desire to buy the concerned product.

Table 2.2. 19 Online advertising produce intense desire to buy the concerned product

Online advertising produces intense desire to buy the concerned product.	Frequently	Percentage (%)
Strongly Disagree	2	4.4
Disagree	3	6.7
Neutral	23	51.1
Agree	16	35.6
Strongly Agree	1	2.2
Total	45	100

Source: Primary data

The above table mention if online advertising produces intense desire for the product which 4.4%(2) of the respondents strongly disagree,6.7% (3) of the respondents disagree, and 51.1% (23) of the respondent have no idea about it, 35.6% (16) of the respondents agree, and 2.2% (1) of the respondent strongly agree. It shows that most of them have no idea and for some people's online advertising produces an intense desire to buy the concerned product.

2.2.20 Reading and seeing most of the advertisements seems to be a waste of time

Table 2.2.20depicts the responses on whether reading and seeing most of the advertisements seems to be a waste of time.

Table 2.2.20 Reading and seeing most of the advertisements seems to be a waste of time

Reading and seeing most of the advertisements seems to be a waste of time	Frequently	Percentage (%)
Strongly Disagree	2	4.4
Disagree	8	17.8
Neutral	15	33.3
Agree	18	40
Strongly Agree	2	4.4
Total	45	100

Source: Primary data

The above table mention if reading and seeing most of the advertisements seems to be a waste of time which 4.4% (2) of the respondents strongly disagree, 17.8% (8) of the respondents disagree, and 33.3% (15) of the respondent have no idea about it, 40% (18) of the respondents agree, and 4.4% (2) of the respondent strongly agree. It shows that some of them have no idea and for some people agree reading and seeing most of the advertisements seems to be a waste of time.

2.2.21 Using internet for shopping require a lot of mental effort

Table 2.2.21 Shows the opinion of the respondents whether they think that using internet for shopping require a lot of mental effort

Table 2.2.21 Using internet for shopping require a lot of mental effort

using internet for shopping require a lot of mental effort	Frequency	Percentage (%)
Strongly Disagree	3	6.7
Disagree	2	4.4
Neutral	24	53.3
Agree	15	33.3
Strongly Agree	1	2.2
Total	45	100

Source: Primary data

The above table mention if people think online shopping is good enough which 6.7% (3) of the respondents think online shopping system is good enough, 4.4% (2) of the respondents have no idea about it and 53.3 % (24) of the respondents think online shopping system is not good enough. 2.2% (1) of the respondent think that online shopping is good enough. It can be noticed that for some people online shopping system is good and for some, it is not good enough.

CHAPTER- III
(RESULTS AND DISCUSSION)

CHAPTER 3

RESULT AND DISCUSSION

- The demographic status of the respondents is one of the objectives that this research tried to find out and it is found out that majority of the respondents are the age between 21-30 75% and the remaining 24.4% between 10-20.
- 51.1 % of the respondents were male, while the remaining 48.9 per cent were female. It shows that male are more interest and engage in internet.
- 62.2% of the respondent are student, it shows that student are using internet for shopping etc.
- 8.9% of the respondents have a monthly income of less than Rs 30,000 from vegetation, 31%.1 have a monthly income of Rs 30,000- Rs 60,000, 53.3% have an income between Rs 60,000- Rs 90,000, 6.7% with above of Rs 90,0000
- People choose online shopping over the local market because there are different varieties of products to choose from and prices are reasonable and the availability of product review. Over 35.6% of online consumers choose to shop online as it not easily available in the normal shop and 46.7% of online consumers choose to shop online because they feel attractive. 11.1% of online consumers choose online shopping because. item has a high discount. Moreover, 6.7% of online consumers do nothing.
- 88.9% of the respondents use WhatsApp 80% Instagram and 64,4% youtube. It shows that the majority of the respondent use WhatsApp, Instagram and youtube, another digital media platform are not much influence by the respondence.
- People choose online shopping over the local market because it is time-saving, there are different varieties of products to choose from and prices are reasonable and availability of product reviews. Over 8.9% of the respondents choose to shop online as it is time-saving and 11.1% of the respondents choose to shop online because of quality consciousness. 35.6% of the respondents choose online

shopping because of easiness of purchase. Moreover, 44.4% of the respondent choose online shopping because of money-saving.

- Many online consumers are disappointed when the product they ordered is not up to their expectations. It can be observed that people have high expectations in online shopping products but the product shown in online shopping are not the same as the product received by people.
- Most of the respondents are agree advertising is highly educative with a percentage of 45.5 and 2.3 respectively.
- 40% and 4.4% of the respondents agree seeing advertising is a waste of time. it can be noticed that most of the respondents are not much influence by advertisements.

CHAPTER - IV
(CONCLUSION AND SUGGESTIONS)

CHAPTER- IV

CONCLUSION AND SUGGESTIONS

CONCLUSIONS

The most significant fact revealed by this study is that there is not much significant difference in the shopping criteria between male and female customers. In other words, Tlangnuam people have almost common behavior in digital shopping.

The advancement of digital technology not only influences business activities today by making marketing activities more effective and efficient but also able to be considered by potential consumers as a reference in making purchasing decisions. Almost all online consumers enjoy online shopping, people choose online shopping over retail stores as it can give privacy, freedom to choose and decide and there is no pressure from the online seller. So far people are satisfied with the delivery system used by online shopping. Many people get disappointed when the product they purchased is not up to their expectations. Some of the respondents are not much influenced by online shopping due to their internet connection. In those remote areas, digital marketing has no use and Function. That's why without the internet, digital marketing is nothing. Another problem is that some users had less trust and are less interested in the internet.

The development of technology has opened up new possibilities for connecting products with consumers. Digital marketing is more suited for the younger target audience, one that spends much of their free time online. Digital marketing also has an advantage in that its price is usually low,

After analyzing the results of the survey, It shows that younger respondents prefer the digital marketing has more influence on them. By analyzing the results of consumer profiling, we can present a product or service to a potential consumer more qualitatively and effectively. Consumers have prejudices, fears, and distrust of online shopping and do not consider it safe, so it is important to promote and present the purchase as safe and easy, which is one of the reasons that discourage consumers from buying online. It is

important to establish a quality marketing strategy and make the most of the opportunities offered by digital marketing.

SUGGESTIONS

1. The majority of the respondents are nowadays associated with social media such as WhatsApp, Instagram, Facebook, Youtube and they avoid viewing advertisements due to loss of Data. Companies Must Ensure the Users reimburse data on the weaving of Advertisements.
2. Some of the consumers are not interested in products which suit their lifestyle thus the companies must create the product as a utility product for the majority of customers.
3. Some of the consumer easily get disappointed when the product they purchased is not up to their expectations. If online sellers can expose only the real product that they can sell and send to the customers, likely, people will not be disappointed with online shopping and people will trust online shopping.
4. The majority of the respondents did not make attention to the ad banner. The marketers should go for the larger size of an online ad banner which grabs the attention easily which enables the audience in an abounding situation where the consumer could not ignore it easily, the smaller size of the ad banner is also good enough to practice, the only thing is that it has less possible chances of getting the attention from the audience.

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APPENDIX

APPENDIX

QUESTIONNAIRE (ENGLISH)

This is an academic mini research/project being undertaken by Samuel Lalnunpuia 4th Semester, B. Com, HATIM for the award of Bachelor of Commerce. I would be very grateful if you could respond to the understated questions. All information will be treated as confidential and will be used for academic purpose only.

DEMOGRAPHIC (QUESTIONNAIRE)

SECTION: 1 (RESPONDENT PROFILE)

1. Age Group

	10-20
	21-30
	31-40
	40 above

2. Gender

	Male
	Female

3. Occupation

	Unemployed
	Student
	Employee
	Business
	Other

4. Income

	Below Rs 30,000
	Rs 30,000 – Rs 60,000
	Rs 60,000 – Rs 90,000
	Above Rs 90,000

Section 2: Attitude and Behaviour

1. Who influence your purchase decision the most

	Online advertisement
	Online Mode
	Friend
	Parent
	Self decision

2. What type of product you purchase online

	Nothing
	Intense not easily available in normal shop
	Any items that I feel attractive
	Item having high discount

3. Average time spend on internet

	Below 1 hour
	1 – 2 hours
	2 – 3 hours
	3 – 4 hours
	Above 4 hours

4. Have you purchase any product or service influence by ad banner.

	Yes
	No

5. How do you came to know about new products available online.

	Advertisement in Social Media
	Peers
	Offers and discounts promotions
	Affiliated pop up

6. What attitude motivate you to use online for purchasing.

	Quality conscious
	Money saving
	Easiness in purchase
	Time saving

7. What is your opinion about ad banner?

	A brand that I am familiar with and trust
	Price information
	Product information
	Special offers, discount and deals
	Celebrities and famous people

8. Which are the following digital media platforms do you use?

(You may tick more than one)

☐	Facebook
☐	Twitter
☐	Instagram
☐	YouTube
☐	WhatsApp
☐	Snapchat
☐	LinkedIn

9. Are you aware of digital media platforms?

☐	Not at all aware
☐	Slightly Aware
☐	Somewhat aware
☐	Moderately aware
☐	Extremely aware

10. How much influence do you feel ad banner have over your buying behavior

☐	Highly influence
☐	Moderate influence
☐	Not sure
☐	Less influence
☐	Not at all

11. How often do you enquire about the online ad's

	Frequently
	Less Frequently
	Never

12. How do you react when the product you purchase is not up to your expectation?

	Disappointed
	Return the product
	Complain and compromise
	Make decision never to buy online
	Resell

13. Which online product/service you use more online?

	Mobile wallets
	Paytm, google pay
	Electronics
	Online banking
	Gifts
	Hotel reservation and Booking
	Clothing
	Home and kitchen

14. Influence of social media on consumer behavior: Which Social media influence you more?

	Youtube
	Facebook
	WhatsApp
	Instagram
	Quora
	Linked in
	Twitter

15. Behaviour

S.no	Particulars	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
1	Online advertisement help to make better selection					
2	Advertisement is essential					
3	Do advertisement actually leads you to buy the product					
4	Most online Advertising are highly educative					
5	Online advertising produce intense desire to buy the concerned product					

6	Reading and seeing most of the advertisements seems to be a waste of time					
7	Using internet for shopping require a lot of mental effort					