

A STUDY ON REAL TIME BUYERS EXPERIENCE TOWARDS ONLINE MARKET WITH SPECIAL REFERENCE TO TUMKUR CITY

Dr. Kavithamma P.

MBA, M.Com, BEd, PhD

Assistant Professor

University College of Arts

Tumkur university

Abstract:

In the digital age, the online marketplace has become an integral part of consumers' lives, profoundly influencing their purchasing decisions and behaviors. This study investigates the real-time experiences of online buyers, aiming to gain a comprehensive understanding of the factors that shape their perceptions, preferences, and decision-making processes within the online market.

Utilizing a mixed-methods research approach, combining qualitative and quantitative data collection methods, this research explores the dynamic aspects of the online shopping experience. Key facets under scrutiny include website design and usability, security considerations, customer reviews, product diversity, delivery efficiency, and return policies. These factors collectively contribute to the intricate tapestry of the online shopping experience.

The insights derived from this study are poised to provide valuable guidance for businesses and e-commerce platforms, enabling them to refine their strategies and better meet the evolving expectations of consumers. By identifying areas for improvement and showcasing successful practices, this research seeks to enhance the overall online buying experience, fostering trust and satisfaction among online shoppers. This understanding of real-time buyers' experiences is not only beneficial for e-commerce entities but also essential for policymakers, marketers, and businesses seeking to thrive in the ever-competitive digital marketplace.

Keywords: Purchasing decisions, Trust factors, User interface, Shopping satisfaction,, Market research

Introduction

Reason for choosing this field of study (social media marketing) is because of its rapid growth in terms of users accessing companies establishing their online presence to increase business. Till the time consumers are there, products will be there for offering and so the marketing feature will be associated with it. Choosing Mama earth brand under this study is important as it has emerged as the top digital brand and they mostly get their orders online. They have completed nearly 5 years in this personal care industry still they have achieved so much, people are aware

about this etc.. Not only they sell products but they are also involved in many social activities which have inspired many individuals.

Continuous exposure to advertising and personal selling leads many people to link marketing and selling, or to think that marketing activities start once goods and services have been produced. While marketing certainly includes selling and advertising, it encompasses much more. Marketing also involves analyzing Customer needs, securing information needed to design and produce goods or services that match buyer expectations and creating and maintaining relationships with customers and suppliers.

Objectives

- To know whether offline marketing is better than online marketing in today's scenario.
- For gathering knowledge about the various modes of marketing.
- To identify the factors influencing the products.

Research methodology

This study is conducted to assess the hypothesis that if a particular brand is marketed through social media platforms, then what will be the effects of this type of marketing on its Y social networking sites being the independent variable and its overall effect on the brand being the dependent one.

Hypothesis

Ho- There is no significant relationship between marketing the products on web through social channels and the mentioned brand.

H1- There is a significant relationship between the marketing on social media channels and its effects on the brand.

Data analysis and interpretation

Factors	Number of respondent	% in Respondent
Yes	99	83%
No	21	17%
Total	120	100%



Findings

- *Exactly 83% participants think that marketing the products through social media can prove successful for the organization.
- * In this digital era, people get the latest news about new products or brands via social media, hence their awareness increases.
- * Respondents were able to remember about Mamaearth mainly because of its strong visibility on social networking sites.

Suggestions

- Instagram is the top most application used by individuals, so promoters should surely try to make a presence on this platform for their products.
- In the present situation people go for online shopping more as compared to the traditional shopping method, so they should implement marketing strategies for providing the best experience to the customers.
- Mamaearth should strategize new ways of marketing on all social media sites for attracting more customers, as they get the majority of business from the web.
- They can expand their portfolio by developing new products, this will increase their market share.
- Ensure proper communication between the company and the consumer in the future as well for retaining them.

Conclusion

Under this study we came to know how the image of Mamaearth is highly influenced with the help of social media and what all factors are important for developing, maintaining the image of a brand. The above results show that people are aware about this brand through social channels because of their strong presence on such sites. Their products are very famous amongst the people as they are naturally made while causing no harm to the environment. This helped them in establishing a name in the industry within 4-5 years. All this happened because of their efforts and ideas they put in, mainly on social media considering it as a golden opportunity which was a life changing one for the brand.

With the help of data analysis null hypothesis is rejected with the use of Z Test, settling the alternative one which affirmed that brand's image do get affected or influenced through marketing on social media.

In the near future we will see Mamaearth as a well-known brand in terms of good quality products with natural ingredients not only in India but in foreign nations as well.

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