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## SHOPPING EXPLORATION AND INFLUENCE OVER THE X,Y,Z CONSUMERS THROUGH INFLUENTIAL MARKETILNG

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### Abstract.

Electronic marketing is the marketing of goods and services through the use of communication technology and latest electronic technology that is via Internet. E-marketing includes all activities of companies to advertise, promote, and sell the goods and services through internet. It includes direct marketing methods and indirect marketing methods and uses latest internet technology to connect with the customers. With the help of e marketing companies tries to retain old customers and businesses and tries to get new customers and develops companies goodwill and identity.

**Keywords:** Electronic marketing, Electronic technology, Marketing.

### Introduction

The development of internet technology and online marketplaces in Indonesia have shift consumer behavior from only making offline purchases to online purchases. According to the survey that was conducted by Jakpat in 2019, 60.5% of respondents prefer to shop online rather than offline due to the speed and efficiency of the transactions, as well as its cheaper price compared to the offline store . One of the business that needs to adapt is fashion brand X. Fashion brand X started as an offline store and focus on selling woman's clothing, then in 2022 the brand started to sell their products, According to a report from online marketing in 2020, fashion category has the most transactions in e-commerce in India that reached 4.79 billion dollars in 2022. Thus from this data, fashion brand X,Y,Z has adapt to the right platform to sell their products. Because of the pandemic, brand X,Y,Z only can utilize their online store due to the government regulation to shut down their offline store. Because of that, brand X also need to changed the way they market and advertise their products, from only offline marketing activities to online marketing activities by using social media platform. According to the Data from Ministry of Tourism and Creative Economy of the Republic of India, social media is the main source of e-commerce beating television advertisement in 2019. Furthermore report from online marketing also shows that in January 2020,

Social media was the 3rd mobile app with the most active users in India, and the users keep rising. Thus brand X has chosen one of the optimal platform to market their products.

### **Research Methodology**

The study applied content analysis technique. It is the most flexible technique suitable for both qualitative and quantitative research studies. And this study supports all five basic needs of identification of data sources, collection and grouping of data, conduct of hypothesis testing, drawing results and framing conclusion.

### **Influencer Marketing**

Social media influencers can be defined as individuals who actively use social accounts as well as creating content on certain topics. Social media influencers usually use a product that fits their lifestyle, and provide product reviews on their social media accounts. An influencer can influence consumer attitudes and behavior to encourage them to buy the products they endorse [13]. Influencer marketing defined as marketing activities that focus on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to be able to spread the message of the brand to the target market. Thus in influencer marketing, marketing activities are not carried out directly to consumers, but through influencers (can be celebrities, content creators, etc.) to convey marketing messages.

### **Objectives**

- To study the demographic and socio-economic profile of the exploration for influential online marketing
- To identify the primary reasons stated by the urban consumers to shop virtually.

### **Review of Literature**

Literature based review study conducted by Gugnani and Choudhary (2017) discussed on the online shopping engagement by women shoppers. The study identified the number of factors that influences the women to buy clothing from online retail websites viz, cloth fitness, appearance of apparel, price range of the apparels, nature of benefits enjoys and risk encountered while shopping online.

Hundred online retailers living in Raipur city were assessed to their adoption of online shopping by Deshmukh and Joseph (2016). With the support of SEM analysis, the micro level analysis established significant relationship between demographic status of the consumers and their intention to shop online, products preferred to purchase, retailers' websites preferences, influence of merchant factors, pre-purchase, re-purchase and post-purchase.

### **The Effect of Social Media Influencer Towards Brand Equity**

Social Media Influencers and Brand Image. From these findings, it can be interpreted that for brand X Online followers, social media influencer is not an important factor to build brand equity in brand X. Thus Online followers of brand X does not depend brand does not depend on the presence or absence of social media influencers to assess the brand equity of a brand.

### **Demographic Profile and Socio-Economic Status of Influential Online Marketing.**

Influential online marketing 'consideration to the prevailing rate of risk free returns and to compare the fund returns with it are associated with their demographic and socio-economic status. This section of the study elaborately discusses about the demographic and socio-Economic status of the mutual fund Influential online marketing.

## **DEMOGRAPHIC PROFILE AND**

**SOCIO-ECONOMIC STATUS OF THE INFLUENTIAL ONLINE MARKETING.**

Sl. No	Demographic Profile and Socio-Economic Status	No. of Respondents	Percentage
<b>Gender</b>			
1.	Male	186	62.00
2.	Female	114	38.00
	Total	300	100
<b>Age</b>			
1.	21-30 Years	50	16.68
2.	31-40 Years	106	35.33
3.	41-50Years	94	31.33
4.	51-55Years	43	14.33
5.	Above 56 Years	7	2.33
	Total	300	100

Source: Primary Data

**DEMOGRAPHIC PROFILE AND****SOCIO-ECONOMIC STATUS OF THE INFLUENTIAL ONLINE MARKETING**

Sl. No	Demographic Profile and Socio-Economic Status	No. of Respondents	Percentage
<b>Educational Qualification</b>			
1.	School Completed	22	7.33
2.	Under Graduate	129	43.00
3.	Post Graduate	86	28.67
4.	Professional Degree	63	21.00
	Total	300	100
<b>Occupational Status</b>			
1.	Professionals (Dr, Er, Lawer, Auditor, Teacher)	70	23.34
2.	Public Sector Employee	30	10.00
3.	Private Sector Employee	129	43.00
4.	Entrepreneur	64	21.33
5.	Retired Person	7	2.33
	Total	300	100
<b>Monthly Income</b>			
1.	Rs 10,000 – Rs 20,000	44	14.67
2.	Rs 20,001 – Rs 30,000	129	43.00
3.	Rs 30,001 – Rs 40,000	63	21.00
4.	Above Rs 40,001	64	21.33
	Total	300	100
<b>Marital Status</b>			
1.	Married	208	69.33
2.	Unmarried	57	19.00
3.	Single	35	11.67

	Total	300	100
Type of Family			
1.	Joint Family	100	33.33
2.	Nuclear Family	200	66.67
	Total	300	100
Source of Income			
1.	Dual Income	223	74.33
2.	Single Income	77	25.67
	Total	300	100
Family Members			
1.	One	57	19.00
2.	Two	123	41.00
3.	Three	50	16.67
4.	Four	42	14.00
5.	More than Five	28	9.33
	Total	300	100

Source: Primary Data

Table revealed that 62 per cent of the Influential online marketing are men and 38 per cent of the sample subjects are female. Data provided evidences that 35.33 per cent of the Influential online marketing are aged between 31-40 years and 31.33 per cent of the sample subject's fall under the age group of 41-50 years. Similarly, 16.68 per cent of the Influential online marketing aged between 21-30 years, 14.33 per cent aged 51-55 years and 2.33 per cent are aged 56 years or above. From above classified data it has been inferred that 43 per cent of the Influential online marketing are graduates and 28.67 per cent of the sample populations have completed their post-graduation studies. Portion of 21 per cent of the Influential online marketing are professional degree holders and 7.33 per cent of the sample subjects have completed their school level education. It has been observed that, 43 per cent of the Influential online marketing are private sector employees, 23.34 per cent of the respondents are professionals. Similarly, 21.33 per cent of the samplers are entrepreneurs and 10 per cent of the Influential online marketing are Government employed. Followed by, 2.33 per cent of the sample subjects participated in the survey are retired persons. The study provides evidence on monthly income of the Influential online marketing that were grouped as: Rs. 20001-Rs.30000 (43 per cent), Rs. 40001 or above (21.33 per cent), Rs. 30001- Rs. 40000 (21 per cent) and Rs. 10000-Rs. 20000 (14.67 per cent).The study indicated that 69.33 per cent of the Influential online marketing are married and 19 per cent of the samples are unmarried. Moreover, 11.67 per cent of the Influential online marketing are found to be single. In relevance to the above presented data discussion, it has been observed that 66.67 per cent of respondents' live in nuclear family setup. Whereas, remaining 33.33 per cent of Influential online marketing live in joint family setup. It has been inferred that 74.33 per cent of the Influential online marketing have said that they have dual income source and 25.67 per cent of the sample subjects family have single income source. Number of dependents in their family of the samples were classified as follows: Two (41 per cent), one (19 per cent), three (16.67 per cent), four (14 per cent) and more than five (9.33 per cent).

The study indicated that 62 per cent of the Influential online marketing are male. The study concluded that 35.33 per cent of the Influential online marketing are aged between 31-40 years. The Influential online marketing are middle aged and in earning category, so they may seek more investment options to save money for their future needs. The study confirmed that 43 per cent of the Influential online marketing are graduates, well and enough educated to understand the investment related benefits and asses its risk factors. The study revealed that 43 per cent of the mutual fund Influential online marketing are private sector employees. The study confirmed that 43 per cent of the Influential online marketing monthly income ranged between Rs. 20001-Rs.30000.The study

reported that 69.33 per cent of the Influential online marketing are married. The study confirmed that 66.67 per cent of respondents' live in nuclear family setup. The study indicated that 74.33 per cent of the Influential online marketing have said that they have dual income source (access). The study acknowledged that 41 per cent of the sample Influential online marketing have two dependents in their family.

### Primary Reasons Stated by the Consumers for Shopping Virtually

Sl. No	Variables	Sum	Mean	Rank
1.	Time Flexibility & No Time Limits Features	5486	7.31	14
2.	Conventional & Unique Products	5601	7.47	13
3.	Competitive or Low Prices	4938	6.58	15
4.	Attractive Offers / Discounts	5771	7.69	10
5.	Wide Range of Product Categories	5675	7.57	11
6.	Can Shop Popular Brands at Low Price	5793	7.72	9
7.	High Security & Trust Established	6046	8.06	6
8.	Safe Mode of Payments	5963	7.95	7
9.	Safe & Convenient Mode of Product Delivery	5612	7.48	12
10.	Reputation of E-Retailers	6517	8.69	5
11.	Flexible Exchange Facilities	5853	7.80	8
12.	Well Design Product Demonstrations & Reviews by Experts	6568	8.76	4
13.	More Opportunity to Compare the Products	6638	8.85	3
14.	More Loyalty Offers	6774	9.03	1
15.	Others	6765	9.02	2

Source: Primary Data

The study listed the number of reasons stated by the virtual shoppers that they analyse while executing their shopping virtually. Majority of the virtual shoppers prefer more loyalty offers (60.20 per cent/ mean 9.03), others i.e. ensure comfort level, happiness etc.,(60.13 per cent/mean 9.02), more opportunity to compare the products (59 per cent/ mean 8.85), well design product demonstrations and reviews by experts (58.40 per cent/ mean 8.76). Further group of sample virtual shoppers have said that they pay attention in the reputation of e-retailers (57.93 per cent/ mean 8.69),high security and trust established (53.73 per cent/ mean 8.06), safe mode of payments (53 per cent/ mean 7.95), feasibility of flexible exchange facilities (52 per cent/ mean 7.80), option to shop popular brands at low price (51.47 per cent/ mean 7.72) and attractive offers / discounts (51.27 per cent/ mean 7.69). Similarly, a group of sample populations have stated the reasons to make purchase in online are: safe and convenient mode of product delivery (49.87 per cent/ mean 7.48), conventional and unique products (49.80 per cent/ mean 7.47), time flexibility and no time limits features (48.73 per cent/ mean 7.31) and competitive or low prices (43.87 per cent/ mean 6.58).

The study reported that a large portion i.e., 60.20 per cent of the sample populations have said that they mainly focus on the more loyalty offer. In general, the composition of more offers that attracts or extended by the retailers would make them to buy. This would be the one of the reasons for the virtual shoppers to pay attention to this factor.



## Conclusion

There are several managerial implications that can be utilized by Fashion brand X. First, to increase Brand Equity by Social Media Marketing activity, brand X can increase the intensity of Online Feed and Online Story content posting activities that encourage people to interact with the content. Some of the features that can be used to create interactive Online stories are poll, quiz, and “Ask me a question” feature. By increasing the intensity of interactive post content activities on Online feeds and stories, followers of fashion brand X will interact more often and be exposed to updates, products and information about fashion brand X. By increasing the intensity of interaction and exposure to brand X content on Online, people will remember the characteristics of the brand more so that it will increase the brand equity of brand X. Second, to increase purchase intention through influencers, brand X can collaborate with influencers who have audience that are similar with brand X target audience. With this collaboration, influencers can endorse brand X products to their followers by creating Online contents. The content that can be created are about fashion trends and product review. With this collaboration, brand X can carry out soft selling of its products, and it can influence their buying decision. Third, to increase purchase intention through SMMA, brand X can use the Online shopping feature to market its products on Online. By using the Online shopping feature, the brand X can create a storefront on Online so that consumers can directly shop on Online when viewing the brand X Online feed.

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