

**ADVANCEMENT AND IMPACT OF DIGITALIZATION ON E-COMMERCE  
MARKETING ON GLOBAL LEVEL****Ankush Raj<sup>1</sup>, Uzma Hamid<sup>2</sup>, Bashir Ahmad Dar<sup>3</sup>, Muzaffar Ahmad Dar<sup>4</sup>,  
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250001, India**ABSTRACT**

Now-a-days advancement of technology and the vast use of internet helps people to aware about all the things. As a result, the impact of digitalization on e-commerce has modified the nature of client constantly, and digital marketing influences them on their buying nature. The aim of the study to analysis the impact of digital marketing on consumer buying nature and discover should consumers are aware about digital marketing and how digital channels influence them to change their buying nature. The results of the survey most of the people are aware about digital marketing. They are accepting digital marketing and it has influence them for purchasing on online. Digital channel plays an important role in increasing the customers for online business and increase their sales of the products and services and save their time with passage of advancement.

**Keywords:** . Digitalization, Global Marketing, E-commerce, Buying Nature, Promotion.

**INTRODUCTION**

Due to globalization of trade and marketing, traditional marketing is shifted to digital e-commerce marketing strategy. Because digital marketing has great scope of expanding their business everywhere the world. Now people are spending most of the time in internet like social media site a day. People are easily getting product with during a short period of time and they have much more option and access to information. This process could influence customers towards digital marketing and changes their buying nature. Online shopping is a simple solution for people, because all people are busy their won works nobody have that much of times to go through a market complex, choose any product and buy them online shopping is great platform for selecting any products and buy that. Because in online shopping they will save their time. The foremost effecting factors towards online shopping is “ultimate goal”. That wards measure customer perception towards buying a product in online marketing. B2B examples is Amazon deals with various brand. B2C example is online shopping in various site like Amazon, Alibaba, flip kart, Myntra etc. In C2C, both the parties are buyers and therefore the seller’s individual. Example; in OLX both the parties are involved in selling and buying of the products, one who have don’t use that product digitally sell that to a different person who need that product. Now digital marketing touched the very best Point within the world with blasting in smart phones, laptops, tabs etc. It’s a god platform or a medium through which a marketer can promotes the products and makes. Digital marketing can easily analysis the user behaviour about products and services. Through digital marketing a marketer makes a product more consumer friendly if he/she promote attractive images, neat advertisement with good content with a well-built brand image in consumer mind.

**BASIC LITERATURE AND BASELINE RESEARCH METHODOLOGY**

All Social media marketing platforms may be a part of digital e-commerce marketing which can also be define as a marketing of goods and services. We have done literature research of thirty five papers to investigate knowledge about digital marketing, e-commerce, from those 15 papers eliminated from consideration thanks to insufficient information for the concern study. The globalization have proven E-commerce ultimate tool for business and economics. New methods are studied and tested for exploiting the web to make business survive in highly competitive marketplace, with the new opportunity has created global digital economy. Digital media always considered as a most convenient easy and economic mode to both marketer and consumer. Digital media provides various information about product and services. It's a medium through which a consumer could communicate with marketers by various ways like websites, SMS, E-mails etc. and feedback are very helpful to all related personals and for the organization also. the first purpose of digital marketer to understand the customer need with the help of internet customer can able to see the information about any product and services at any time and any place and they can purchase also these products while seating at home, because at 24 hours services provided by digital market. Today's era almost every customer is counting on digital market. within the promotion of digital market and advanced technology is improving day by day, for that reasons customer feel online shopping is simpler affordable for them. Within the present market digital market have great scope as it has benefit for both customers and sellers. Consumer interaction have changed significantly thanks to the engagement on social networking site. The rapid climb of web platforms is facilitated to the consumer for change their behavior related to the consumer for change their behavior related to activities, habits and interactions. An organization must aware and understand that how digital and social media marketing impacts consumer purchase behavior and their decision process. Consumer's attitude, behavior, values and beliefs impact digital marketing. Social media marketing has various different options available for branding a corporation products or services such as advertising, publishing of brand name, developing customer's engagement opportunities. Digital marketing may be a platform where consumer can engage at any timer in any place with the purpose of informing about the product or brand. Digital marketing provides the chance to promote their brands globally, because digital marketing isn't a limited platform only, the knowledge that has entirely changed how consumers are connect with different brands. the buyer buying behavior is depend in sum total of a consumer attitude, preferences, intensions, decisions regarding the buyer behavior in the marketplace when buying some products or services. In digital market feedback is plays a crucial role for influencing consumer buying behavior. And also, marketers are understanding what influences consumer behavior more, like consumer buying process, effective and attractive advertising, because effective advertising attracted consumers more towards the products and it helps each and each stage of consumer buying behavior globally.

**BASELINE METHODOLOGY**

Baseline research methodology were done to study the impact of digital e-commerce marketing on various parameters, A structured questionnaire was introduced for collecting primary data. Primary data was collected from 150 respondents. All selected respondents were from Srinagar District, Jammu and Kashmir. Primary data in structured format was collected via direct questioning to respondents, which is direct through survey method. Sample Size for this study is 150 who are purchasing products or services through digital channel.

Purpose of study was 1) to identify how consumers are influence towards digital marketing and alter their buying nature, 2) to analysis which digital channels has affected consumer's buying nature, 3) To examine that what should be taken look after attracting and increasing consumers towards digital

**RESULTS AND DISCUSSION:**

Digital e-commerce marketing has proven strong tool for marketers and organization globally, after collecting data from respondents with the help of structured questionnaire, following are the results interpreted after several questions were asked to the respondents on their Age, Income, Occupation, etc. for understanding their profile and responses on digital e-commerce. The table (1) below is the summarized the results collected from target respondents.

**Table 1. Primary data results of respondents.**

	Category	No. of Respondents.	Percentage of Respondents.
Gender	Male	100	67%
	Female	50	33%
	Total	150	100%
Age	Below 18 years	20	13%
	18-30 years	50	33%
	31-45 years	40	27%
	Above 45 years	40	27%
	Total	150	100%
Profession	Employee	67	47%
	Business	33	22%
	Student	13	8%
	House-wife	27	18%
	Any other	10	7%
	Total	150	100%
Monthly Income	Below 10000	64	43%
	10000-25000	34	23%
	25000-50000	22	15%
	Above 50000	28	19%
	Total	150	100%
Frequency of Online Purchase	Once Annually	23	15%
	2-5 Purchases Annually	75	50%
	6-10 Purchases Annually	32	21%

	Above 10 Annually.	20	13%
	Total	150	100%
Reasons for Online Shopping	Easy Buying Options	56	37%
	Wide Variety of Products	44	29%
	Various Methods of Payments	23	13%
	Lower prices	21	14%
	Others	6	4%
	Total	150	100%
Influence of Digital Channels to buy more	Social Media	75	50%
	Websites	25	17%
	Emails	8	5%
	Advertising	26	17%
	Others	16	11%
	Total	150	100%
What kind of Product you would prefer to buy through Digital Channel	Convenience Goods	32	21%
	Shopping Goods	89	59%
	Specialty Goods	29	19%
	Total	150	100%
Customer Satisfaction in Purchase through Digital Channel	Strongly Agree	48	32%
	Agree	73	49%
	Neutral	18	12%
	Disagree	5	3%
	Strongly Disagree	6	4%
	Total	150	100%
From which Digital Channel you bought products	Social Media	42	28%
	Websites	68	45%
	Email	10	7%
	Advertising	15	10%
	Others	5	3%
	Total	150	100%

Indian customers are highly information seekers. They collect more information about quality, price and refer customer's experiences before purchasing a product. Advertisements have high impact for creating stimulus in Indian customers. But this stimulus will get in to action only through opinion leaders. Indian consumers have high tendency to travel for online purchase. They need high affinity to go online for electronic products and apparels. One of the present trends in Indian youth and young Indians are watching the T.V programs via online portals could also be the main reason is convenience

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of time, they will watch programs which they had skipped due to some reasons. The same thing is occurring for the newspaper also, people have more affinity towards online news portals. Here's the rationale may be they can get news updates very early; they don't need to wait for daily newspapers. In both of those cases, one opportunity is lost for marketer and one opportunity is emerging for them to succeed in their T.G. More than 90% of the samples have a mobile or Smartphone and laptops or PC. 96% of samples have an online connection is any of these gadgets, this showing the penetration of internet in India.

Most of the Indians like better to purchase from a retail shop only, but before visiting retail shop they will seek information about the product through an online platform. Here is really change happens in consumer buying journey, early times consumer belief a product only after seeing the merchandise in a retail shop. But now Indian customers want to urge conviction about a product before going to retail shop. So, from a marketers view they need to convince their customers before going to a retail shop. Brands want to create a cool presence over digital platforms because the customer will do research about the product after seeing an ad or after getting stimulated. Brands are becoming more touch points to reach target group in a cost-effective manner.

### **CONCLUSION**

With this investigation, it's been revealed that there is a relationship between monthly income and the products purchased by them on ecommerce platform at global level. Monthly Income of individuals plays an important role to buy different products through Digital Channel. It's also been found that there is a significance difference between the satisfaction level of customer with purchasing products online. A marketing organisation can do lot more through Digital Marketing, if they understand and delivers what consumer needs. All of the people are better aware of digital marketing through different ecommerce sites, its advanced technology helps for influence people to vary their buying nature. It takes less time, so people are attractive more. Mostly smart phone (Apps/SMS/Internet surfing) has affected more consumer buying nature. Buying nature of consumer also varies from different factors discussed already.

### **FUTURE RECOMMENDATIONS**

Based upon our study, it has been suggested and recommended that ecommerce websites must be improved gradually, regular awareness regarding digital marketing is must, don't manipulate of cheap offers and choose good quality of products, free offers attract more consumers, User friendly have to reach everyone, consumer product assurance and safety is compulsory, Creative advertisement in social media can be very effective and content regarding product should be easily understandable that helps to attract individuals at global level.

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