

Unearthing Youth's Revelation towards Digital Marketing

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Abstract

Genesis: Marketing has transformed towards digital space from mere physical place. Marketing has broken the thought barrier and made unconditional customer access a reality. Technology driven digital marketing platform has equipped marketers with arms and ammunitions for scouting far stretched and scattered customers at minimum cost and time. The propulsion of digital marketing in India has triggered since 2005 with youth providing ace thrust. But, the penetration is slow in spreading across the country. In this paper an attempt has been made to ascertain the exposure, awareness and usage pattern of youth towards digital marketing thereby propose suitable strategic marketing imperatives for capitalizing the digital boom.

Approach: a survey was conducted to ascertain the awareness and usage pattern of youth consumers at Bellary city, about digital marketing services using a structured questionnaire based personal interviews.

Methods: data were analyzed using statistical techniques such as factor analysis, descriptive statistics, cronbach's alpha, correlation coefficients, KMO and Bartlett's test, scree plots and percentage analysis.

Results: Study unearthed various factors affecting the youth's attitude towards digital marketing, amongst them, credibility of the message, delivery time, risk of credit card details getting stolen, difficulty in returning were prominent.

Implications: recommendations include strategic imperatives such as augmenting media presence, media content, SEO, leveraging social media, connecting affiliate networks, web campaigns which aim at cementing the digital marketing base firmly.

Keywords: digital marketing, customer access, marketing space, exposure.

Introduction:

The digital revolution has impacted consumers and businesses alike. Over the past decade technology and the way it is used has changed drastically. The Internet, once purely a source of information has become a place where people meet to share their stories and experiences, a platform for discussion and debate, a source of entertainment and much more. Furthermore, the Web has several important marketing aspects that enable companies to boost their performance: 24 hours online; multimedia compatible; globally available; interactive; micromarketing compatible; integration ready. (Rowley, 2004, p. 26) As a result, the marketing profession has also changed. A variety of new tools are available that can build brand awareness, increase brand loyalty and improve the bottom line. Now more than ever marketers can interact with their consumers, understand what they want and communicate the benefits of their solutions. Furthermore, technology provides marketers with an opportunity to add value in ways that were once unthinkable. As more and more consumers began adapting to new

technology, businesses followed. They developed websites, set up YouTube channels and Facebook pages. They use these tools to provide information, connect with their consumers and build relationships that they hope will lead to new, loyal and passionate customers. However, these tools also reflect the brand and tell consumers a great deal about the brand. Simply creating these websites with no strategy behind them can be costly, because as much as technology has opened many doors it is also keeping the world more connected. Communication across continents now takes seconds, not weeks. When consumers experience your brand through the web (positively or negatively) the impact is immediate. Nutella is a perfect example; when many passionate consumers began creating online communities around the brand the company intervened – preventing consumers from using the Nutella name – and the company suffered as a result (Cova & Pace, 2006). The fact is the Internet's influence is growing and it is not a fad that will be replaced – it is here to stay. It is important to understand how well marketers have adapted to the „digital revolution“ and why. By understanding the reasons companies have or have not successfully adapted to a web-oriented world, recommendations can be made as to how businesses can optimize their digital marketing strategies.

Review of Literature

The literature can be divided into four distinct categories; (1) General Strategy/Opportunities, (2) Cultural Impacts, (3) Branding, and more recently (4) Social Media.

General Strategy/Opportunities With any revolutionary change much academic research is devoted to identifying opportunities and strategies that practitioners can implement to benefit their business. The digital revolution is no exception. Kierzkowski et al. (1996) developed a digital marketing framework (See Appendix I) that outlines what businesses should do, and how, in order to make their digital marketing strategies successful. Even though the framework was developed more than ten years ago its core concepts are still valid. However, some of the “how” concepts need adaption to more contemporary steps. The first step in their model is to attract customers to the application; they cite the need to create an audience. This, however, is now less valid because the rapid growth of the Internet has already created the audience. Now, it is important to take the “pull” approach and create presence where the customers already are in order to attract them. Kiani (1998) expands on Hoffman and Novaks' (1996) many-to-many communications model discussing each variation (e.g. consumer-to-consumer, company to-consumer etc.) and how the web allows companies to benefit. Though each variation has distinct opportunities, there is a common theme – add value and take advantage of the increased amount of information. From a company-to-consumer perspective, companies must use the information gathered from consumers visiting their website to tailor communications. Furthermore the web allows companies to develop niche markets that were not viable in the pre Internet economy and marketers should utilize the web to grow these niche markets into profitable segments of their business. Kiani (1998) also presents a set of guidelines for advertising on the web; attract users by making it easy to find your site, engage their interests by creating communities or linking to other sites they will find valuable, ensure they return by constantly updating your content and keeping it „fresh“, learn their preferences by tracking their activity on your site, and relate to them by taking the information gathered to provide customized content. A similar study conducted by Parsons, Zeisser and Waitman (1998) delves deeper into these five guidelines, explains why they are important, the issues inherent in them, and how marketers began to implement them. The authors claim most marketers struggle in engaging their customers and present two key concepts marketers should understand in order to do so. First, understand that the web is an interactive medium and simply transferring content from traditional media will likely fail because it does not generate an interaction with the consumer. Secondly, in order to engage you must create or enable the creation of valuable content. The authors propose two approaches, allow consumers to create their own content by enabling interaction with other consumers or provide convenient access to information (Parsons et al, 1998, p. 36). Parsons et al (1998) expand on Kiani's view on retaining consumers by arguing for a creation of switching costs through the development interactivity – where

consumers invest more of their personal time and resources on a site and as a result making it more costly for them to switch to a competitor. The authors also identify various ways to gather information on consumers (p.36). Since the amount of information marketers can acquire from the Internet can be overwhelming, the authors stress the importance of defining which is most important for them. It is evident that the literature focused on strategy has strong academic and practical relevance. However it seems the focus, at least initially, was on the corporate website and did not address the variety of tools available. It may be that the rapid growth and development of digital media has left academic research behind and not up to date. Though, more recent literature does discuss the array of tools it is more descriptive in how the media can be used. It does provide recommendations on implementation, but fails to investigate how well marketers have actually implemented these strategies. Furthermore there is no significant research on the reasons why managers choose to implement a particular tool/strategy or not.

Cultural Impacts There is also a great deal of research focused on the influence of culture on digital marketing strategies on an international scope. Academics have performed various cross-cultural studies in the field of online marketing and e-commerce. The literature discusses the importance of language, hard- versus soft-selling, standardization versus localization and how images are perceived when developing websites for markets outside the home-country. Various analyses point to certain differences in the Internet user's perception around the world depending on their home culture. Shintaro Okazaki is perceived as the key researcher of online cultural impacts on marketing and e-business. His 2004 article examines the role of culture and language in online business activity. The author states that the communication strategies of multinational firms have changed. Okazaki and Alonso (2003), focuses on online creative strategies and how they are adapted. The findings of their study showed differences in selling techniques – primarily the use of hard-sell, in Japan, versus soft-sell, in the US (Okazaki, Alonso, 2003). The results also reflect the importance emotional and psychological appeals. A 2005 study by Okazaki focused on how US companies adapt and structure their online marketing communications for European markets. The author applied online content analysis techniques and compared home-country website features against host-country features. The author found a significant amount of localization by most companies demonstrating how consumer-oriented the digital world has become. However, companies had a set of standardized features included in every website to keep the brand image consistent. Other characteristics were tailored for each market to appeal to local culture. The findings of this work are perceived to help practitioners to be aware of cultural dissimilarities within the European market even in the online space.

Branding: Garzotto et al (2010) studied brand perception and found that a consumers experience online has incredible influence on the way they perceive the brand. Moreover they found, what is now a recurring theme in the literature, „value-driven content“ is important, specifically in driving the brand experience. Ind and Riondino (2001), for example, identified two problems that brand managers face when they attempt to tackle the Internet. The two problems identified are that companies either attempt to design websites that do not reflect the values of the organization or they assume they can take the content from their traditional media and place it on their website with no distinct strategy behind it. They suggest that a companies' website "should reflect the overall brand idea and make the most of the mediums potential" (Ind and Riondino, 2001, p. 18). Eiletz-Kaube and Ksela's (2002) study is another example of the importance of branding in the digital world. Much like other literature, the authors discuss the impact the abundance of information has on brands, the power consumers are gaining, and the level of interactivity the Internet provides (Eiletz-Kaube and Ksela, 2002, p. 137-138). The overall message they send is similar to Rowley (2004), the brands that will succeed in the digital world are those that are "permeable enough for dynamically changing and adapting wants of the consumers" (EiletzKaube and Ksela, 2002, p. 144). This means that marketers/brand managers must engage the market, communicate with it and adapt the brand to it when necessary. Essentially, the job of the brand manager has only begun when the brand is created, because the brand will evolve through the interactions it has with consumers. Krishnamurthy and Kucuk's (2009) study on anti-branding websites also demonstrates the impact of the

Internet on brands. Their study is rather unique as it identifies a particular threat the Internet poses to brands and emphasizes the need to understand why it is important to be present online. Their article underlines the power consumers have, especially in terms of their influence on brand value. First, through their research it is clear that consumers have the ability to change other consumers' perception of a brand. Additionally, practitioners need be aware that these sites may exist, whether they want them to or not. Secondly, if the brand has a significant web presence it can, not only defend itself but also engage anti-brand consumers and potentially sway their opinions. While the literature emphasizes the importance of digital media on branding, there seems to be a lack of research that explores the impact the new digital tools have had on the brand. Furthermore, the literature on branding is focused on the corporate website and user-generated content; with the advent of various social media tools it seems necessary to explore how these different tools can affect a business both positively and negatively

Social Media: Social Media is a topic that has generated much interest. Bloggers and mass media constantly discuss what social media is and how it should be used by both consumers and firms. Kaplan and Haenlein (2009) argue that social Media represents a revolutionary new trend that should be of interest to companies operating in an online space - or any space, for that matter. The lack of academic research available on the topic is highlighted when Kaplan and Haenlein (2009) note that while many practitioners attempt to use social media; they do not understand it (p.59). Kaplan and Haenlein's (2009) study on social media describes what the phenomenon actually is, classifies social media, and briefly identifies the risks/opportunities for companies. The authors divide social media into 6 categories: blogs, collaborative projects, social networking sites, content communities, virtual social worlds and virtual game worlds. All of these may impact the company or brand, whether they are present on the platform or not. Twitter's impressive growth in recent years has drawn the attention of academics. As a result recent literature studying the phenomenon of social media concentrates purely on the microblogging service. Kwak, Lee, Park and Moon (2010) present an empirical study of Twitter and how information spreads across the service. The authors analyzed 41.7 million users, 1.47 billion social relations, 4,262 trending topics and 106 million tweets. During the research the authors noted a tendency on Twitter; contact between similar people occurs at a higher rate than among dissimilar people. Twitter's homophily can benefit businesses that establish their Twitter presence and start building a follower database. It enables companies to reach out to the right people and be sure that the information will be passed on and reach people with similar interests who could be potential clients. Academic literature available on social media is quite limited. Some literature attempts to define social media, others focus on the consumption of information and how social medias has changed the way consumers absorb it. Some focus specifically on available tools, Twitter being one of the most prominent. It is clear that more research is needed on this emerging resource and a better understanding of implementation is critical.

Literature Review Conclusion: The literature on marketing in the digital world is vast. Researchers have covered an assortment of topics, from general strategies and cultural impacts to branding and social media. They highlight the dramatic shift this new medium has caused. The traditional one-to-many communications model has given way to the modern many-to-many communications model. In this medium the consumers are in control and it is imperative for companies to accept this. Companies must facilitate conversations and engage consumers in ways that add value and develop worthwhile relationships. Moreover, companies must recognize that the way consumers behave in the digital world is different and as such the way companies interact with them must be different. The literature also points to the importance of understanding the new medium in order to fully reap its benefits. However, the literature also shows that the technology is developing quickly making it difficult for academic research to keep pace. As such it will be important for both academics and practitioners to work together to ensure this subject is covered fully. The potential of this new medium is abundantly clear, understanding it will be vital for both practitioners and academics in the future.

Statement of the Problem: Marketing scenario is transforming from brick & mortar base to virtual space; the digital marketing is accepted well among the metro cities, but not so profusely accepted among tier-II cities. It is need of the hour for digital marketing companies to overcome this refusal; thus a study has been conducted to assess the youth's revelations at Bellary city towards the digital marketing.

Significance of the Study

The study connotes the significant role of marketing in understanding and eradicating the refraining factors which are influencing youth to stay away or limit their access, usage and exposure towards digital marketing and thereby increase the digital marketing traffic and expand it to wide product categories.

Section-3 Objectives of the study:

1. To ascertain the awareness of youth consumers about digital marketing.
2. To understand the preparedness of the youth consumers in coming forward to shop online.
3. To ascertain the access and usage pattern of digital marketing by the youth.
4. To ascertain factors restraining people from digital marketing.
5. To suggest imperatives for limiting the influence of restraining factors on consumer's digital marketing preference.
6. To suggest suitable marketing strategies for increasing the digital marketing traffic.

Section-4 Methodology

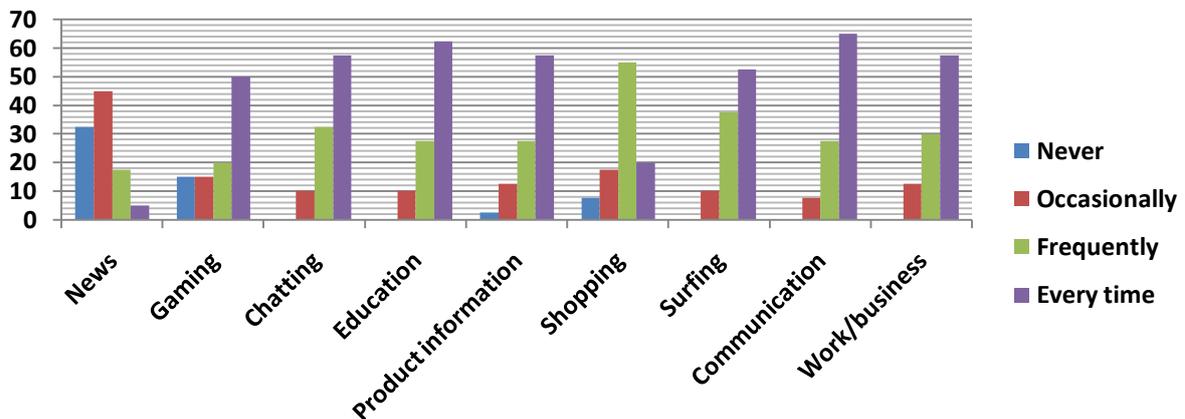
Bellary, a tier-II city from Karnataka has been chosen for the purpose of the study. Random sampling procedure was followed to select sample respondents from the sampling area, looking into convenience 100 respondents were selected. The basic research design is based on primary source of data; however, secondary sources are also taken into consideration. Data were collected from the above respondents, using interview schedule specifically designed for the purpose; Tabulated data was analyzed with the help of statistical techniques such as, Correlation coefficients, Mean, Variance, Standard Deviation, Factor analysis and simple percentages, to know the extent of identified factors in influencing the people's restraining behavior with respect to digital marketing.

Data Analysis

	N	Sum	Mean	Std. Deviation	Variance	Skewness	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error
Pop Ups	100	336	3.36	1.586	2.516	-.397	.241
TV Ads	100	280	2.80	1.537	2.364	.378	.241
Friends	100	324	3.24	1.492	2.225	-.180	.241
WOM	100	265	2.65	1.572	2.472	.330	.241
Others	0						
Valid N (listwise)	0						

Table 2: Usage of Internet for Various Purposes

S.No	Usage of Internet	Never	Occasionally	Frequently	Every time	Mean	S.D	Variance
1	News	32.5	45	17.5	5	1.95	0.846	0.715
2	Gaming	15	15	20	50	3.05	1.131	1.279
3	Chatting		10	32.5	57.5	3.48	0.679	0.461
4	Education		10	27.5	62.5	3.52	0.679	0.461
5	Product information	2.5	12.5	27.5	57.5	3.40	0.810	0.656
6	Shopping	7.5	17.5	55	20	2.88	0.822	0.676
7	Surfing		10	37.5	52.5	3.42	0.675	0.456
8	Communication		7.5	27.5	65	3.58	0.636	0.404
9	Work/business		12.5	30	57.5	3.45	0.714	0.510

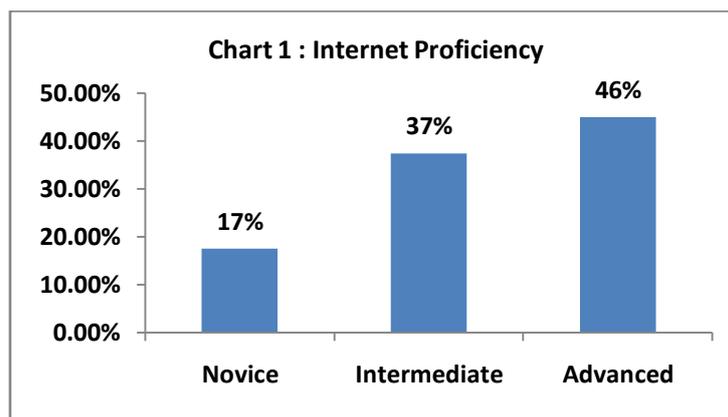
Chart: Usage of Internet for various purposes**Table 3: Distribution showing Internet Usage pattern of respondents**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 1 hour	21	52.5	52.5	52.5
	1 - 2 hours	13	32.5	32.5	85.0
	3 - 4 hours	3	7.5	7.5	92.5
	more than 4 hours	3	7.5	7.5	100.0
	Total	40	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< one year	3	7.5	7.5	7.5
	1 - 2 years	4	10.0	10.0	17.5
	2 - 3 years	13	32.5	32.5	50.0
	> 3 years	20	50.0	50.0	100.0
	Total	40	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	very often	45	45	45	45
	Often	37	37	37	82
	Rarely	8	8	8	90
	Never	10	10	10	100
	Total	40	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Novice	17	17	17.5	17
	Intermediate	37	37	37.5	54
	Advanced	46	46.0	46.0	100.0
	Total	40	100.0	100.0	



		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Self Employed	15	15.0	15.0	15.0
	Salaried	20	20.0	20.0	35.0
	Professional	15	15.0	15.0	50.0
	Student	50	50.0	50.0	100.0
	Total	100	100.0	100.0	

		Frequency	Percent	Valid Percent	Cumulative Percent	Mean
Valid	smart phones	42	42.0	42.0	42.0	4.07
	lap tops	20	20.0	20.0	62.0	3.98
	personal computers	22	22.0	22.0	84.0	3.07
	game consoles	7	7.0	7.0	91.0	2.77
	palm tops	5	5.0	5.0	96.0	1.79
	wireless devices such as kindle	4	4.0	4.0	100.0	1.56
	Total	100	100.0	100.0		

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< Rs.500	1	2.5	2.5	2.5
	Rs.500 - 1000	6	15.0	15.0	17.5
	Rs.1000 - 2000	2	5.0	5.0	22.5
	Rs.2000 - 3000	5	12.5	12.5	35.0
	Rs.3000 - 5000	12	30.0	30.0	65.0
	Rs.5000 - 10000	10	25.0	25.0	90.0
	> Rs.10000	4	10.0	10.0	100.0
	Total	40	100.0	100.0	

Table 10: Distribution of Youth's opinion towards digital marketing

Items	Very Un-Imp	Un-Imp	Neutral	Imp	Very Imp	Mean	S.D	Var
Convenience	--	--	09.00%	33.00%	56.00%	4.17	0.592	0.436
Credibility of digital marketing message	--	--	12.00%	17.00%	71.00%	4.6	0.672	0.451
Delivery time	--	--	10.00%	20.00%	70.00%	4.6	0.672	0.451
Wide assortment	-	15.00%	25.00%	50.00%	10.00%	4.45	0.749	0.562
Reputation of Co.	--	--	10.00%	30.00%	60.00%	4.5	0.679	0.462
Guarantees	--	--	2.50%	15.00%	82.50%	4.8	0.464	0.215
Privacy Of Info	10.00%	--	15.00%	10.00%	65.00%	4.3	1.067	1.138
Good Description	--	--	17.50%	15.00%	67.50%	4.5	0.784	0.615
Security	--	--	15.00%	15.00%	70.00%	4.55	0.749	0.562
Low Price offers	--	--	17.50%	15.00%	67.50%	4.5	0.784	0.615

Factor analysis of 'Refraining Factors of digital marketing':**Table 11: Distribution of Factors Refraining from digital marketing**

Items	Very Un-Imp	Un-Imp	Neutral	Imp	Very Imp	Mean	S.D	Var
Waiting time	5.00%	5.00%	15.00%	45.00%	30.00%	3.9	1.057	1.118
Risk of credit	-	-	12.50%	25.00%	62.50%	4.5	0.716	0.513
Identity theft	10.00%	-	7.50%	35.00%	47.50%	4.2	0.966	0.933
Difficult to return		-	12.50%	37.50%	50.00%	4.38	0.705	0.497
Risk of getting unordered	12.50%	-	20.00%	55.00%	12.50%	3.68	0.859	0.738
Loss of privacy	17.50%	-	10.00%	25.00%	47.50%	4.02	1.143	1.307
Not skillful with internet	-	-	7.50%	72.50%	20.00%	4.12	0.516	0.266
Lack of trust	17.50%	-	15.00%	32.50%	35.00%	3.85	1.099	1.208
Complex activity	10.00%	17.50%	5.00%	27.50%	40.00%	3.7	1.418	2.01
Lack of tangibility	7.50%	-	7.50%	35.00%	50.00%	4.28	0.905	0.82
Expensive over retail	10.00%	17.5	12.50%	12.50%	47.50%	3.7	1.471	2.164
Bad experience	10.00%	-	5.00%	17.50%	67.50%	4.42	0.984	0.969

Descriptive Statistics: The first output from the analysis is a table of descriptive statistics for all the variables under investigation. Typically, the mean, standard deviation and number of respondents (N) who participated in the survey are given. Looking at the mean, one can conclude that '*Bad past Experience with Digital Marketing*' is the most important variable that influence respondents attitude towards digital marketing, as it has the highest mean of 4.42.

Table 12: Correlation Matrix

	Waiting Time	Risk Of Credit Card	Identity Theft	Difficult To Return	Risk Of Getting Un Ordered	Loss Of Privacy	Not Skillful with Internet	Lack Of Trust	Complex Activity	Lack Of Tangibility	Expensive Over Retail	Bad Experience
Waiting Time	1.000	.048	.035	-.086	.076	-.125	-.071	.163	-.140	.083	-.003	-.229
Risk Of Credit Card	.048	1.000	.000	-.025	.063	-.172	.104	-.098	-.076	.138	-.049	-.018
Identity Theft	.035	.000	1.000	-.075	.032	.065	.412	.150	.157	.375	.476	-.092
Difficult To Return	-.086	-.025	-.075	1.000	.164	.020	-.132	.041	.013	.035	-.161	.245
Risk Of Getting Un Ordered	.076	.063	.032	.164	1.000	-.148	-.137	.327	.402	-.047	.225	-.014
Loss Of Privacy	-.125	-.172	.065	.020	-.148	1.000	-.179	-.140	-.027	.067	-.011	-.010
Not Skill full with Internet	-.071	.104	.412	-.132	-.137	-.179	1.000	-.147	-.088	.364	.118	.145
Lack Of Trust	.163	-.098	.150	.041	.327	-.140	-.147	1.000	.118	-.061	.400	-.105
Complex Activity	-.140	-.076	.157	.013	.402	-.027	-.088	.118	1.000	-.274	.470	-.237
Lack Of Tangibility	.083	.138	.375	.035	-.047	.067	.364	-.061	-.274	1.000	.006	.297
Expensive Over Retail	-.003	-.049	.476	-.161	.225	-.011	.118	.400	.470	.006	1.000	-.140
Bad Experience	-.229	-.018	-.092	.245	-.014	-.010	.145	-.105	-.237	.297	-.140	1.000

a. Determinant = .074

Correlation matrix: The next output from the analysis is the correlation coefficient. A correlation matrix is simply a rectangular array of numbers which gives the correlation coefficients between a single variable and every other variable in the investigation. The correlation coefficient between a variable and itself is always 1, hence the principal diagonal of the correlation matrix contains 1s. The correlation coefficients above and below the principal diagonal are the same. The determinant of the correlation matrix is shown at the foot of the Table 12.

Table 13: KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.813
Bartlett's Test of Sphericity	Approx. Chi-Square	88.744
	Df	66

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.			.813
Bartlett's Test of Sphericity	Approx. Chi-Square	88.744	
	Df	66	
	Sig.	.000	

The KMO measures the sampling adequacy, which should be greater than 0.5 for a satisfactory factor analysis to proceed. The off-diagonal elements should all be very small (close to zero) in a good model. Looking at the table above, the KMO measure is 0.813 which is satisfactory to proceed for factor analysis. Bartlett's test is another indication of the strength of the relationship among variables. In order to reject the null hypothesis, Bartlett's test of sphericity associated probability value should be less than .05; in fact it is actually .000, which is significant enough to reject null hypothesis.

	Initial	Extraction
Waiting Time	1.000	.782
Risk Of Credit Card	1.000	.801
Identity Theft	1.000	.759
Difficult To Return	1.000	.608
Risk Of Getting Un Ordered	1.000	.638
Loss of Privacy	1.000	.649
Not Skillful with Internet	1.000	.704
Lack Of Trust	1.000	.605
Complex Activity	1.000	.788
Lack Of Tangibility	1.000	.727
Expensive Over Retail	1.000	.777
Bad Experience	1.000	.662
Extraction Method: Principal Component Analysis.		

Communalities

The next item from the output is a table of communalities (Table-13) which shows how much of the variance in the variables has been accounted for by the extracted factors. I.e. over 80% of the variance in 'Risk of Credit Card Details getting stolen' is accounted for; while over 78% of the variance in 'waiting time /

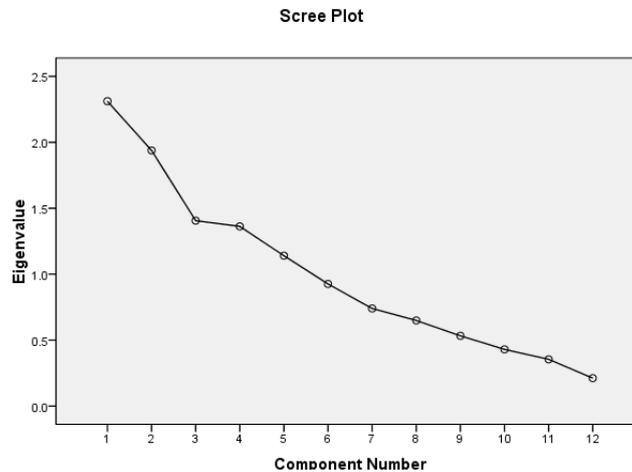
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.311	19.262	19.262	2.311	19.262	19.262	2.154	17.951	17.951
2	1.938	16.154	35.416	1.938	16.154	35.416	1.924	16.037	33.989
3	1.406	11.715	47.131	1.406	11.715	47.131	1.428	11.904	45.893
4	1.362	11.353	58.484	1.362	11.353	58.484	1.374	11.449	57.341
5	1.140	9.502	67.986	1.140	9.502	67.986	1.277	10.644	67.986
6	.926	7.713	75.699						

7	.740	6.164	81.862						
8	.649	5.408	87.270						
9	.532	4.436	91.706						
10	.430	3.580	95.286						
11	.354	2.952	98.237						
12	.212	1.763	100.000						

Extraction Method: Principal Component Analysis.

Total Variance Explained

The next item (table-9) shows all the factors extractable from the analysis along with their Eigen values, the percent of variance attributable to each factor, and the cumulative variance of the factor and the previous factors. Notice that the first factor accounts for 18.677% of the variance, the second 14.534% third 11.867%, fourth factor 9.318%, and the fifth factor 9.220%. All the remaining factors are not significant.



Scree Plot: The scree plot is a graph of the eigenvalues against all the factors. The graph is useful for determining how many factors to retain. The point of interest is where the curve starts to flatten. It can be seen that the curve begins to flatten between factors 4 and 5. Note also that factor after 5 has an eigenvalue of less than 1, so only five factors have been retained

Table 16: Component Matrix^a

	Component				
	1	2	3	4	5
Waiting Time				.524	
Risk Of Credit Card					
Identity Theft		.693			
Difficult To Return			.699		
Risk Of Getting Un Ordered	.557				
Loss of Privacy				-.628	
Not Skillful with Internet		.777			
Lack Of Trust	.583				
Complex Activity	.734				

Lack Of Tangibility		.762			
Expensive Over Retail	.818				
Bad Experience			.659		
Extraction Method: Principal Component Analysis. a. 5 components extracted					

Component (Factor) Matrix

The (table-10) shows the loadings of the 14 variables on the five factors extracted. The higher the absolute value of the loading, the more the factor contributes to the variable. The gap on the table represent loadings that are less than 0.5, this makes reading the table easier. We suppressed all loadings less than 0.5.

	Component				
	1	2	3	4	5
Waiting Time				.795	
Risk Of Credit Card					.683
Identity Theft		.756			
Difficult To Return			.764		
Risk Of Getting Un Ordered	.576				
Loss of Privacy					-.790
Not Skillful with Internet		.730			
Lack Of Trust				.633	
Complex Activity	.855				
Lack Of Tangibility		.766			
Expensive Over Retail	.786				
Bad Experience			.698		
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 8 iterations.					

Rotated Component (Factor) Matrix

(Table-11) The idea of rotation is to reduce the number factors on which the variables under investigation have high loadings. 'online is secured', 'dissatisfied with product performance' are substantially loaded on factor (component) 5, 'description online is accurate' 'hesitate to give credit card number', are substantially loaded on Factor (Component) 4; 'reduced monetary costs online' 'credit card No. requirement is a lacuna', are substantially loaded on Factor (Component) 3, 'I prefer conventional shopping' 'wide assortment online' and 'credit card number requirement is a lacuna' are substantially loaded on Factor (Component) 2; while 'All the remaining variables are substantially loaded on Factor 1. These factors can be used as variables for

Component	1	2	3	4	5
1	.916	.082	-.190	.343	.008
2	-.075	.985	-.018	-.047	.148
3	.277	.045	.921	-.239	-.124
4	-.158	-.086	.304	.596	.721
5	-.230	.118	.151	.684	-.665
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

	Component				
	1	2	3	4	5
Waiting Time	-.201	.034	-.146	.614	.047
Risk Of Credit Card	-.032	.026	-.042	-.053	.536
Identity Theft	.136	.397	-.072	.093	-.136
Difficult To Return	.037	-.057	.543	.070	-.051
Risk Of Getting Un Ordered	.265	-.075	.291	.168	.185
Loss of Privacy	-.056	.057	-.013	-.020	-.623
Not Skillful with Internet	.021	.364	-.084	-.228	.211
Lack Of Trust	.139	.003	.140	.442	-.068
Complex Activity	.431	-.090	-.042	-.227	.031
Lack Of Tangibility	-.130	.407	.185	.141	-.050
Expensive Over Retail	.356	.161	-.094	-.007	-.081
Bad Experience	-.041	.135	.477	-.150	.010
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 2 Lakhs	2	5.0	5.0	5.0
	2 - 3 Lakhs	18	45.0	45.0	50.0
	3 - 5 Lakhs	15	37.5	37.5	87.5
	5 - 8 Lakhs	5	12.5	12.5	100.0
	Total	40	100.0	100.0	

Findings:

- About 52.5% of the respondents use internet for less than one hour;
- 50% of the respondents are using the internet since 1 – 3 years;
- 17.5% of the respondents expressed themselves as novices w.r.t internet usage; where as 37.5% respondents expressed they have intermediate internet knowledge and 45% expressed that they are advanced in internet usage.
- About 7.5% people never used internet for shopping; 17.5% people use internet for shopping occasionally;
- About 42% of the respondents used smart phones, 20% respondents used laptops and 22% of the respondents used personal computers for accessing the internet.
- About 35% of the respondents spend between Rs.500 to Rs.3000 per transaction on internet shopping.
- Table 10; revealed the respondents opinions about using the internet based digital marketing services, viz, 56% respondents considered 'convenience' as very important reason for using digital marketing services, 71% respondents considered 'credibility of digital marketing messages' as very important reason for using digital marketing services, 70% respondents considered 'delivery time' as very important reason for using digital marketing services, 60% respondents considered 'reputation of the company' as very

important reason for using digital marketing services, 65% respondents considered 'guarantees' as very important reason for using digital marketing services, 82.50% respondents considered 'privacy of critical information' as very important reason for using digital marketing services, 67.5% respondents considered 'accurate and detailed description of the products' as very important reason for using digital marketing services, 70% respondents considered 'security of transactions' as very important reason for using digital marketing services, 67.50% respondents considered 'low price offers' as very important reason for using digital marketing services,

- 70% of the respondents were hesitating to give their credit card details while shopping on e-retailing;
- 74.5% respondents were dissatisfied with the performance of the products purchased online.
- In communalities table (table 14) Over 80% of the variance is noticed in 'Risk of credit card details getting stolen'; while 78% of the variance in 'delivery is delayed'. Notice that the first factor accounts for 19.262% of the variance, the second 16.154% third 11.715%, fourth factor 11.353% and the fifth factor 9.502%. All the remaining factors are not significant as they have Eigen values less than one.
- 82.5% respondents felt identity theft is important factor restraining them from e-retailing.
- Other factors restraining are: waiting time, risk of credit, difficult to return, risk of getting un-ordered, lack of privacy, lack of skill in internet usage, lack of tangibility, complex activity, bad past experiences etc influenced the restraining behaviour of the youth at Bellary towards using the digital marketing services.

Implications

In order to increase the customer traffic the digital marketing companies can adopt the following marketing imperatives:

- Augment the media presence,
- Maximize search engine visibility,
- Create extraordinary content,
- Utilize social media – interact with customers and prospects.
- Extend reach with advertising – create branded banners and start Google display network campaign.
- Spot target websites for campaigns.
- Connect affiliate networks,
- Employ inbound marketer.
- Design simple, unambiguous and user friendly website.
- Design proactive logistics system, which ensures timely delivery to keep the promises made to customers.
- Ensure the security of the transactions with advanced hacker proof soft wares, firewalls and malware protectors.
- Protect the customer's confidential identities such as bank account number, credit card number from being placed in wrong hands.
- Ensure the displayed products and actual products are of similar identical quality.
- Instead of loyalty programs (which may not lead to effective ROI) go for using the same funds for other value adding offerings to customers like- free shipping, easy replacement, EMI etc.

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