CONSUMER ATTITUDES TOWARDS PURCHASING ELECTRONIC PRODUCTS THROUGH DIGITALIZATION AND ITS IMPACT:
A STUDY OF UTTAR PRADESH (INDIA)

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1. Introduction:

a. Historical Background:

The term Digitalization was first used in the 1990s. The digital era took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted, but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment. In 1993, the first clickable banner went live, after which fast track purchased a few banner ads for their advertising. This marked the beginning of the transition to the digital era of marketing. Because of this successive shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched. In the year of 1998 Google was born. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search.

Labels like ‘super information highway’ began to be applied on the internet. As a result, information flow volumes—including channels utilized by digital marketers—increased manifold, and by 2004, internet advertising and marketing in the US alone brought in around $2.9 billion.

Social networking sites began to emerge. MySpace was the first social networking site to arrive, soon followed by Facebook. Many companies realized all these fresh social networking sites that were popping up were beginning to open new doors of opportunities to market their products and brands. It opened fresh platforms for business, and marked the beginning of a new chapter to business. With new resources, they needed new approaches to promote their brands & capitalize on the social networking platform.

Products marketed digitally are now available to customers at all times. Statistics collected by the Marketing tech blog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.
The number of Internet users in India is expected to reach 450-465 million by June, 2017 with a increase of 4-8% as compare to 432 million in December 2016, a report taken from the Internet and Mobile Association of India and market research firm IMRB International said. The report added its forecast does not factor in the impact of demonetization, which gave a boost to digital and mobile transactions.

The report said overall Internet penetration in India is currently around 31%. “Urban India with an estimated population of 444 million already has 269 million (60%) using the Internet. It has only 163 million internet users contributing 17% of the total rural population. There are approximately 750 million potential internet users in Rural India that can be yet to become Internet user if they get proper assistance’.

b. Current Scenario:

In the era of globalization not only the countries of the world and thereby their communities have come closer to one another but also most of the sectors have undergone significant and desirable changes. With the significant use of Internet it is important to study its impact on marketing field. It is true that one of the prime factors for the growth of Digitalization is the worldwide increase in the use of internet. Thus the new concept of Digitalization has emerged and is found to be dynamic in nature. A digitalization facility opens several new golden opportunities to market out different kinds of goods & services of various industries. Local businesses can be easily converted into global by just developing and hosting website into the web servers. Any business can pick up an appropriate Digitalization business model from the list of B2B, B2C, and C2C etc.

According to CAM Foundation – “Digitalization is a broad discipline, bringing together all forms of marketing that operates through electronic devices – online, on mobile, on-screen. Over the years, digitalization has developed enormously, and it continues to do so.”

Digitalization also referred to as e-marketing, web-marketing, online marketing or internet marketing is the marketing of goods & services over the Internet. Online marketing refers to the strategies that are used to market a product or service online, marketing strategies that include search engine optimization and search engine submission, copywriting that encourages website visitors to take action, website design strategies, online endorsement & promotions, reciprocal linking, email marketing and that’s just hitting the draw an attentions. In any or most business, it is very important to advertise the goods & services. Several small businesses work hard to attract clients and consumers. Having a website and covering the web design basics is just one way to attract new consumers or market the
business. Hence, the Internet can be a powerful tool that can help advertise and market goods & services.

Online marketing has lots of advantages and disadvantages over traditional & conventional marketing. It has fast implementation time, considered to be measurable and flexible. Using online marketing makes your store open 24x7. The consumers worldwide can reach and can shop and basically do business anytime they want to. Apart from that, emailing subscription base is cheaper than sending a letter each and every one the way through mail in endorsing goods & services or in communicating with big or small companies.

Updating the subscribers can be done almost instantly each and every one the way through email. Also, visitors of the websites can get up to the minute information on each visit. Digitalization is grow up at a dramatic pace and is significantly impacting consumer and business market behaviors. As a result, most firms have started developing Digitalization strategies for the web. Nevertheless, the evolution and strategic direction of Digitalization in local environments has not been discussed and is the focus of the research investigation. The research will be focusing on online business Digitalization as the major part of the study will bring in special concern to online businesses as well as consumers of online businesses in the Uttar Pradesh Region. In this research, it will be also focus on how Digitalization influences the buying behavior of consumers and how consumers can be benefited.