



A STUDY ON CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING OF JIOMART IN MADURAI CITY

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ABSTRACT:

Reliance Industries had launched JioMart, an online grocery store in over 200 municipalities across the country. online purchasing has come relatively important in the twenty-first century. In such a circumstance, internet shopping came the most accessible and applicable way of coping for them. The Internet has converted the shopper's retail system and has fleetly grown into a worldwide request. JioMart was anticipated to give a tough competition to prominent grocery delivery services like Amazon, Flipkart and Big Basket in the country. The public roll- eschewal handed consumer with a useful volition to being players(BigBasket, Grofers) as online grocery orders had spiked, reducing the store visits. Reliance's presence in consumer electronics, fashion, life and grocery orders had spiked, reducing the store visits. Reliance's presence in consumer electronics, fashion, life and grocery corridor was formerly strong. The Internet has changed the way consumer buy goods and services. Consumer use the Internet not just to buy products online, but also to compare prices, products, features, and after- deals and support backing they will admit if they buy from a certain retailer.

KEYWORDS:

CONSUMER BEHAVIOUR, BRAND LOYALTY, INTERNET, MARKETING.

1.1 INTRODUCTION

Digital marketing is the use of digital technologies and platforms to promote products and services, as well as to connect with potential consumer. Digital marketing differs from traditional marketing in that it involves the use of channels and styles that enable an association to dissect marketing campaigns and understand what's working and what is n't – generally in real time.

Digital marketers cover goods like what's being viewed, how frequently and for how long, deals metamorphoses, what content works and doesn't work, etc.

Digital marketing activities are search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, and e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media.

Consumer behaviours is a dynamic, multi-disciplinary process. The study of consumer behaviour builds upon an understanding of human behaviour in general.

Consumer behaviour is the process through which the ultimate buyer makes purchase opinions.

The totality of consumers opinions includes whether to buy or not, what to buy, why to buy, how to buy, when to buy, where to buy, and also how important/ style

frequently how long. The idea of consumption not only includes purchasing and using, but also disposing.

1.2 STATEMENT OF THE PROBLEM

In the contemporary landscape of e-commerce, the effectiveness and impact of digital marketing strategies have come pivotal for businesses aiming to thrive in competitive requests. However, amidst this dynamic terrain, there exists a need for comprehensive understanding and analysis of specific digital marketing strategies employed by prominent players such as JioMart.

The primary ideal of this study is to probe and estimate the digital marketing strategies enforced by JioMart, a significant player in the online retail sector, to ascertain their effectiveness, reach, and impact on consumer engagement and request penetration.

1.3 REVIEW OF LITERATURE

N. N Kumar (2017) With the introduction of the internet, it has produced an entirely new knowledge cluster experience for consumer, comparing goods to their price, quality, quantity and the ability to buy through the internet. The potential of online marketing in India is growing as the literacy on the internet increases. Via an advanced internet connection, the world has become a globalized village and online shopping has a big impact on people. And consumer e-marketing has changed the

manner in which they buy goods and services. This aims to research key consumer behavior and e-marketing relationships among them. The analysis was limited to 200 samples. This article also gives guidance on improving web products and services delivery and publicity to meet the goals of e-marketing and e-commerce in the long term.

Sathya and Indirajith (2016) It shows that purchase preferences of consumers shift at a quick pace and switch towards high-end technology products for assimilation. Due to the changing lifestyle and rising levels of income, goods that were once considered luxury items have become important. Increased disposable income has contributed to a substantial rise in requirement for high-tech items like TV, washing machine, fridge, and air conditioning. Easy access to financing and the proliferation of nuclear families are also encouraged. The market drop as Indian customers continue playing a significant role in value for money, growing demand for sustainable goods on the market.

Johar (2015) Explained the essential dimensions of decision-making in the character, actions, and attitude of the user. Every consumer purchase follows a certain cycle of taking resolutions. A consumer is someone who carries out gruesome tasks as well as decides on purchasing and reviewing goods and services. The method of purchasing decisions, which is more complex, has also, only recently been studied.

Sonkusare (2013) The consumer-defined is someone who utilizes the product of items and facilities. The advertising objective is to satisfy the needs as well as desires of the potential consumer. Consumers are central to the organization's initiative with the new marketing framework. The primary objective of the advertising strategies is to hit the target as well as the biggest consumers so that each target audience can be analyzed. Television advertising is a very effective tool to communicate messages to its target audience because it is capable of combining visual and audio communication and so advertising is an important tool for informing people about any products.

Nigel F. Piercy observes that while consumer satisfaction measurement is currently one of the commonest prescriptions in both the marketing and management literatures, little attention has been paid to the effects of consumer satisfaction measurement, particularly in terms of the impact on the internal market, i.e. the employees and managers inside the organization.

1.4 OBJECTIVES

To know the buying behaviour and requirements of the consumers of JioMart.

- To identify various other brand products availability.
- To analyse the reason for particular brand or product selection in JioMart
- To learn more about offers, after deals service and other installations offered by JioMart.

1.5 RESEARCH DESIGN

a) Primary Data: Data that has been collected from first-hand-experience is known as primary data. Primary data has not been published yet and is more reliable, authentic, and ideal. Primary data can be collected through questionnaires, depth interview focus group interviews, case studies trial, and observation. In this study questionnaire is used to collect data from the consumers.

b) Secondary Data: Data collected from a source that has formerly been published in any form is called as secondary data. Common sources of secondary data include association records and data collected through qualitative methodologies or qualitative exploration. Data were collected from www.snehiltalks.com, www.wikipedia.com, www.Scribd.com.

SAMPLE SIZE

Samples were collected from consumers of JioMart through questionnaire. The sample size is 100.

SAMPLING METHOD

Sampling technique is the technique used to select the sample size. Convenient sampling technique is used in this study.

TOOLS

- Percentage analysis
- Correlation
- Regression

1.6 DATA ANALYSIS

TABLE - 1

RESPONSE TO PRODUCTS PURCHASE THROUGH JIOMART

PRODUCTS	NO. OF RESPONDENTS	PERCENTAGE
Electronic	13	12.6
Books	14	14.1
Travel products	11	11.1
Fashion accessories	13	13.4
Kitchen on home	24	23.7
Sport equipment	8	7.6
Gift	17	17.6
Total	100	100

CORRELATION:

CORRELATION	AGE	PURCHASE THROUGH ONLINE
Age	1	0.99
Purchase through online	0.99	1

Correlation Co-efficient = 0.99

This is positive correlation 0.99 nearest to 1. The degree of relationship is both side is same.

INTERPRETATION:

It is observed that 23.7% of respondent says Kitchen at home and 17.6% of respondent says Gift and 14.1% of respondent say Books and 13.4 % of respondent says Fashion accessories. Only 12.6% of respondent says Electronic to purchase through online.

TABLE - 2
RESPONSE TO AFTER SALES SERVICE PROVIDED BY JIOMART

SCALING	NO. OF RESPONDENTS	PERCENTAGE
Agree	25	25.3
Strongly agree	17	17.2
Neutral	45	44.4
Disagree	8	8.1
Strongly disagree	5	5.1
Total	100	100

Regression Analysis for JioMart Sales Services

VARIABLES ENTERED/REMOVED ^a			
Model	Variables Entered	Variables Removed	Method
1	Income, Gender, Age ^b	.	Enter

a. Dependent Variable: JioMart Sales Services

b. All requested variables entered.

MODEL SUMMARY				
Model	R	R Square	Adjusted R Square	Error of the Estimate
1	0.933 ^a	0.870	0.866	.405

a. Predictors: (Constant), Income, Gender, Age

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	105.254	3	35.085	214.043	0.000 ^b
	Residual	15.736	96	.164		
	Total	120.990	99			

a. Dependent Variable: JioMart Sales Services

b. Predictors: (Constant), Income, Gender, Age

COEFFICIENTS ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.252	.140		-1.805	0.074
	Gender	.514	.142	.233	3.620	0.000
	Age	.214	.124	.179	1.726	0.088
	Income	.541	.091	.568	5.940	0.000

a. Dependent Variable: JioMart Sales Services

It is clear from table 1 that the difference between Sales Services towards on Gender, Income with JioMart for regression analysis based on F-value is 214.043, R square value is 87% and P-value is (0.000) that is highly significant. That is a 1% level significant. So, the null hypothesis is rejected. But Age with JioMart Sales Services is not significant. So, the null hypothesis is accepted.

INTERPRETATION:

It is observed that 25.3% of replier says Agree and 17.2% of replier says Strongly agree and 44.4% of respondent says Neutral and 8.1 of respondent says disagree. Only 5.1% of respondent says Strongly disagree to returning products are easy.

1.7 FINDINGS

- Regression analysis based on F-value is 214.043, R square value is 87%. It is observed that 25.3% of respondent says Agree and 17.2% of respondent says Strongly agree
- The positive correlation is 0.99 nearest to 1. The degree of relationship is both side is same. It is observed that 23.7% of respondent says Kitchen at home to purchase through online.
- It is observed that 80% of respondent taken by JioMart on announcement.
- It is observed that 81% of respondent says Before shipping formalities followed for changing orders.

CONCLUSION

Based on the above analysis, the results have bandied the significance of multichannel and its impacts on JioMart retail as well as involving the consumer relationship through the selling process of unique products or goods through multiple channels. likewise, these platforms and channels can be digital and physical stores including digital stores, mobile stores, mobile app stores, and more. Moreover, multichannel merchandising permits businesses to get consumers at their convenience. The conclusive accession may be constructed through any channel.

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