

DIGITAL ERA CONSUMERS: PREFERENCES AND CONCERNS**Prof.(Dr.) Ganesh V. Jadhav**

Professor and Head,

Dhananjayrao Gadgil College of Commerce, Satara

A Constituent College of Karmaveer Bhaurao Patil University, Satara

Abstract :

Mass Media is the most popular tool in the present scenario. The technologies through which this communication takes place include a variety of outlets. Broadcast media transmit information electronically, via such media as film, radio, recorded music, or television. Digital media comprises both Internet and mobile mass communication. Internet media comprise such services as email, social media sites, websites, and Internet-based radio and television. Many other mass media outlets have an additional presence on the web, by such means as linking to or running TV ads online, or distributing QR Codes in outdoor or print media to direct mobile users to a website. In this way, they can utilise the easy accessibility and outreach capabilities the Internet affords, as thereby easily broadcast information throughout many different regions of the world simultaneously and cost-efficiently. Outdoor media transmit information via such media as AR advertising; billboards; blimps; flying billboards (signs in tow of airplanes); placards or kiosks placed inside and outside buses, commercial buildings, shops, sports stadiums, subway cars, or trains; signs; or skywriting. Print media transmit information via physical objects, such as books, comics, magazines, newspapers, or pamphlets. Event organizing and public speaking can also be considered forms of mass media.

Promotion in the marketing parlance refers to the fourth P, the other three being place, product and price. It relates to the varied promotional activities undertaken by a business organization towards achieving customer information, customer education and customer communication. Advertisements through the print media ,Advertisements through radio ,Audio-visual media such as television, films and cinema slides ,Hoardings, Posters and banners, Exhibitions and trade fairs, Stickers and danglers ,Sponsorships and events, Pamphlets and brochures, Gift articles such as diaries, calendars, key chains, caps and T-shirts ,Fountains, traffic islands and umbrellas, Press conferences and press visits, Press releases, Publicity ,Public relations, Newsletters, Web sites, Questionnaires and studies, Direct marketing Competitions and sports are the various dimensions applied by business world for at the interests to reaching the people of globe.

Mass media is communication—whether written, broadcast, or spoken—that reaches a large audience. This includes television, radio, advertising, movies, the Internet, newspapers, magazines, and so forth. Communities and individuals are bombarded constantly with messages from a multitude of sources including TV, billboards, and magazines, to name a few. These messages promote not only products, but moods, attitudes, and a sense of what is and is not important. Mass media makes possible the concept of celebrity without the ability of movies, magazines, and news media to reach across thousands of miles, people. It is soul reason for developing business. Therefore it is a need of time to study the application of mass media in business development and promotion.

When the researcher collected the data from different stakeholders of the product at that time the above question was asked. Among the 239 respondents 30.7% of the customers said that they did not purchase the products by watching the advertisement in the Newspaper. However, on the other hand, 69.3% customers buy the products by watching the advertisement in the Newspaper. The above information indicates that for the promotion of any business the advertisement of the product plays a vital role. Hence, the basic tool of the advertisement in the society which is known as Newspaper is preferred by many customers.

While asking about their preferences about their purchase of different products it is noticed that maximum customers show their interest in the products like Coconut and Ground Nut oils. The percentage is 29.4 which is a liking for the basic requirement of the family. On the second level the Electronic Appliances are preferred by the customers from the market. Especially the online market is preferred for electronic appliances and gadgets. This is possible only because of the advertisements in the Newspaper. The printed form of the advertisement is preferred by the customer because it is available in their hands in

black and white. Sometimes they can use the promotional codes for the discount on the product. Therefore, these advertisements on the electronic appliances got second rate popularity among the people.

While assessing the impact of brochures or pamphlets among the common masses it is noticed that 44.1% people reject the brochures and pamphlets advertisements. On the other hand 55.9% customers give preference to the advertisements in the brochures or pamphlets. When we compare this preference with the Newspaper advertisements, we notice that these advertisements in the brochures and pamphlets are more effective than the advertisement in the Newspaper.

While interacting with the customers about the promotion of advertisement of different products, it is found that 47.9% of the customers says no to the advertisement in the Journals and Magazines. Largely more than 50% of the bulk give preference to the advertisement in the Journals and Magazines. It is also noticed that there is a typical class which is attracted to the Journals and Magazines. This is a Higher middle class and High class in the society which goes through the Journals and Magazines. Hence, the advertisements in the Journals and Magazines can influence only the typical class of the society.

The customers give preference to the advertisements in the Journals and Magazines in comparison with the advertisement on the Newspaper, radio and TV. This also happens because it is all the time available in the hands of customers. On the other hand, the advertisements on the radio can not be kept with the customers all the time. Even the claims made in the advertisement cannot be taken to the shopkeeper or sales person to get its benefit. Sometimes the offers are given to the customers in the Journals and Magazines, it can be availed by taking the Journal to the shop. In response to the above question, 45.4% customers rejected the advertisement in the Journal and Magazines. While 54.6% customers gave preference to the advertisement in it.

More than 50% of the customers informs that they prefer their shopping on the online stores like Flipkart or Amazon. This trend has been increased after the pandemic situation of Covid -19. During this pandemic people were not allowed to move in the market due to health and hygiene problem. Hence, naturally people preferred their marketing on online mode. They turned towards this kind of marketing because of the reduced online prices and offers for the customers. Amazon and Flipkart are the giant online stores which provides all sorts of products at one screen. They also give easy and free delivery of the product at the customers end. They support the customers with after sales service in a short time. These online stores are also providing the option of cash on delivery, UPI payments etc. In some cases, the product return policy is also available. If the product did not satisfy the expectations of the buyer, he/she can directly return the product to the online store.

In short the present paper tried to highlight the role of mass media in the present era of globalization. It undine the significance of the Mass Media in the current parlance. It measures the preference of the customers for Online shopping. It focuses the need of online stores in the digital era as the consumers are not having enough time to visit the market. Even during the pandemic situation this was the best solution for the masses.

References:

1. Armstrong, Mark. *Competition in Two-Sided Markets*. London: Mimeo University College, 2007. Print.
2. Barnett, Steven. Will a Crisis in Journalism Provoke a Crisis in Democracy? *The Political Quarterly*, 73(2002): 400-408
3. Chomsky, Naom. *The responsibility of intellectuals*. New York: The New York Review of Books, 1967. Print.
4. Cook, Guy. *The Discourse of Advertising*. London: Routledge, 2001. Print.
5. Hall, Stuart. *Representation: Cultural representation and signifying practices*. London: Routledge, 1999. Print.
6. Kellner, Douglas. The Media and Social Problems. In: Ritzer G (ed) *Handbook of Social Problems: A Comparative International Perspective*. Thousand Oak: Sage, 2004. Print.
7. Lin, Panlang. Market Provision of Program Quality in the Television Broadcasting Industry. *The B.E. Journal of Economic Analysis & Policy*: 11.1(2011).
8. Nesbitt-Larking, Paul. *Politics, Society, and the Media*. Second edition: Canadian Perspectives. Toronto: University of Toronto Press, 2007. Print.

9. Roland Marchand, "The Great Parables" Advertising the American Dream Making Way for Modernity 1920-1940. Berkeley: University of California Press, 1986.

POLICY IMPLICATIONS

Following are the Policy implications offered by the researcher.

- ⊗ Online shopping is easy but it can be made more secure.
- ⊗ More Privacy should be implemented.
- ⊗ Product displayed sometimes differs with the product supplied. It should be improved.
- ⊗ Online Shopping is yet to catch up in our towns. Internet penetration is not enough.

CONCLUSION:

The researcher made a thorough analysis over the Study of customer preference towards online shopping with reference to Nagercoil town. It is of the opinion that, though there are a number of products available in the market, large number of respondents mostly prefer to purchase Books through online shopping. Because variety of Books are available while searching online web stores.

REFERENCE:-

1. Babin, B.J., Darden, W.R and Griffin M (1994), "Work and /or fun; measuring hedonic and utilitarian shopping value," *Journal of consumer Research*, Vol. 20, pp 644-656.
2. Childers, T.L., Carr, C.L. Peck, J and Carson, S (2001), " Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing*, Vol. 77, No. 4. pp. 511-535.
3. Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic Consumption; emerging concepts, methods and proportions", *Journal of marketing*, Vol : 48, No. 3, pp 92-101.
4. Holbrook, M.B (1994), "The nature of customer value; an axiology of services in the consumption experience", in Rust, R.T and oliver, R.L (Eds), *service quality; New directions in theory and practice*, sage, New bury park, CA, pp 21-71.
5. Mathwick, C., Malhotra, N.K. and Rigdon. E (2002), "The effect of dynamic retail experiences on experimental perceptions of value; an internet and catalog comparison", *Journal of Retailing* Vol. 78, No. 1, pp Childers, T.L., Carr, C.L. Peck, J and Carson, S (2001), " Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing*, Vol. 77, No. 4. pp. 511-535.
6. Hirschman, E.C. and Holbrook, M.B. (1982), "Hedonic Consumption; emerging concepts, methods and proportions", *Journal of marketing*, Vol : 48, No. 3, pp 92-101.
7. Holbrook, M.B (1994), "The nature of customer value; an axiology of services in the consumption experience", in Rust, R.T and oliver, R.L (Eds), *service quality; New directions in theory and practice*, sage, New bury park, CA, pp 21-71.
8. Mathwick, C., Malhotra, N.K. and Rigdon. E (2002), "The effect of dynamic retail experiences on experimental perceptions of value; an internet and catalog comparison", *Journal of Retailing* Vol. 78, No. 1, pp Childers, T.L., Carr, C.L. Peck, J and Carson, S (2001), " Hedonic and utilitarian motivations for online retail shopping behavior", *Journal of Retailing*, Vol. 77, No. 4. pp. 511-535.
9. Alam, M.Z. and Elaasi, S. (2016), "*A study on consumer perception towards e-shopping in KSA*", *International Journal of Business and Management*, Vol. 11 No. 7, p. 202.
10. Alam, S. and Yasin, N.M. (2010), "*What factors influence online brand trust: evidence from online tickets buyers in Malaysia*", *Journal of Theoretical and Applied Electronic Commerce Research*, Vol. 5 No. 3, pp. 78-89, doi: 10.4067/S0718-18762010000300008.
11. Al-Debei, M.M., Akroush, M.N. and Ashouri, M.I. (2015), "*Consumer attitudes towards online shopping: the effects of trust, perceived benefits, and perceived web quality*", *Internet Research*, Vol. 25 No. 5, pp. 707-733, doi: 10.1108/IntR-05-2014-0146.
12. Aziz, N.N.A. and Wahid, N.A. (2018), "*Factors influencing online purchase intention among university students*", *International Journal of Academic Research in Business and Social Sciences*, Vol. 8 No. 7, pp. 702-717, doi: 10.6007/IJARBS/v8-i7/4413.

13. Banerjee, N., Dutta, A. and Dasgupta, T. (2010), “*A study on customers’ attitude towards online shopping-An Indian perspective*”, Indian Journal of Marketing, Vol. 40 No. 11, pp. 36-42.
14. Bianchi, C. and Andrews, L. (2012), “*Risk, trust, and consumer online purchasing behaviour: a Chilean perspective*”, International Marketing Review, Vol. 29 No. 3, pp. 253-275, doi: 10.1108/02651331211229750.
15. Bilgihan, A. (2016), “*Gen Y customer loyalty in online shopping: an integrated model of trust, user experience and branding*”, Computers in Human Behavior, Vol. 61, pp. 103-113, doi: 10.1016/j.chb.2016.03.014.