

## NEW INDIA EMERGING CHALLENGES AND EVOLVING STRATEGIES VIRTUAL ENTREPRENEURSHIP: A STUDY ON IMPACT OF VIRTUAL MARKETING ON YOUNG INDIAN CONSUMERS

---

Prof. Geetha A.\*  
Gayathri M.S.\*\*  
Prof. Nagaraj\*\*\*

### Abstract

*Today's world is a digital world. In the present world, it is becoming inevitable for every firm whether small or big to make use of social networking sites as a platform to promote a product or service. Virtual marketing is a key element for success in business. Since virtual marketing helps the customers to get the information on-line or through social networking sites it relieves them from the trouble of visiting the shops personally. Companies will be able to reach a wide range of customers at a stretch using virtual marketing strategies. This form of marketing is not only cost-effective but also helps the concerns to develop brand image and to develop good intimate relationship with the potential and prospective customers as well.*

*Keywords: Inevitable, Strategies, Potential, Prospective.*

### Introduction

Virtual enterprises is very popular in the area of Research and Development, with often far-flung organizations forming alliance that amount to a virtual research laboratory. It is a temporary network of independent institutions, businesses or specialized individuals, who work together in a spontaneous fashion by way of

---

\* Head, Department of Commerce, Government First Grade College, Vijayanagar, Bangalore, Karnataka, India.

\*\* Faculty, Department of Commerce, Government First Grade College, Vijayanagar, Bangalore, Karnataka, India.

\*\*\* Faculty, Department of Commerce, Government First Grade College, Vijayanagar, Bangalore, Karnataka, India

\*geethaamulya8867@gmail.com

information and communication technology, in order to earn profit in a competitive world. This network includes independent companies, suppliers, customers etc. Virtual entrepreneurship does not exist in the physical sense.

VE refers to “a new organizational form characterized by permanent or temporary collection of geographical dispersed individuals, groups or organization departments not belonging to the same organization-or entire organizations that are dependent on electronic communication for carrying out their production process” (Travica 1997)

### **Objectives of the Study**

- To give an insight into the most promising customer segment of young Indian customers with special respect to online purchase.
- To study and understand the phenomenon of impulse buying by the youth

### **Limitations of the Study**

The study has its limitation in being confined to a particular area that is young-age customers and therefore cannot be generalized for the entire population of the country.

### **Review of Literature**

The growing no of youth having a strong affinity for shopping has made the marketers to focus on these young shoppers who constitute a large chunk of the consumer market. These young shoppers have plentiful amount of disposable income (Mishra et al., 2014), which further results in their purchase decisions being instance in nature (Foronghiet al., 2013). To a large extent impulsive buying behavior has been examined as involved with long term pre-disposed factors like norms(Rook & Fisher, 1995), cultural orientations(Kacen & Lee, 2002), and fashion-involvement and lifestyle(Park & Lennon, 2006)

### **Methodology**

Primary and secondary data are used for the study.

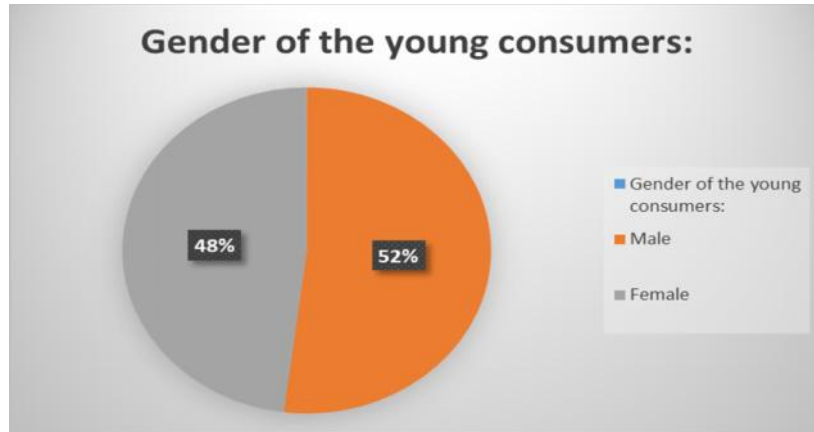
- The primary data are collected by using questionnaire method.
- The secondary data are collected from the books, Journals and website.

### **Analysis of Data**

The data collected for the study are presented and analyzed. Tools like bar diagram, pie-chart are used for analysis. For the study on “impact of virtual marketing on young Indian consumers” a simple survey has been conducted and data has been collected from 50 consumers in Bangalore town. The data collected are analyzed to identify the young consumer’s behavior towards virtual marketing.

**Table 1: Gender of the Young Consumers**

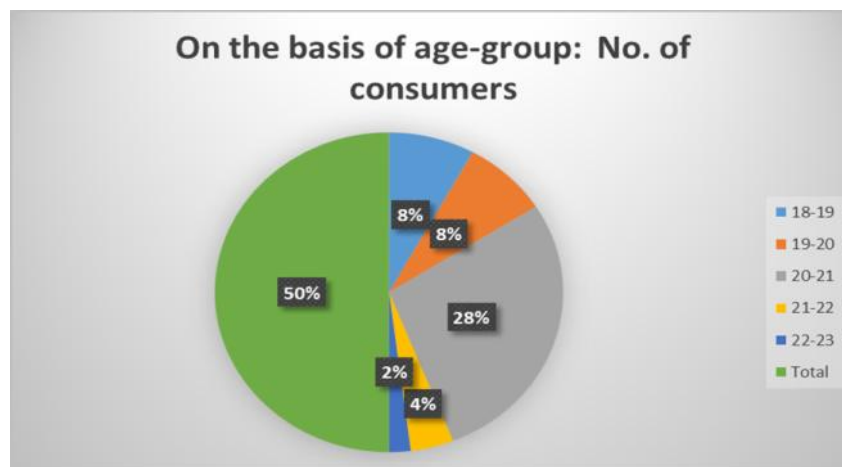
Gender	Number	Percentage
Male	26	52
Female	24	48
<b>Total</b>	<b>50</b>	<b>100</b>



The above table shows the gender of the respondents, 52% of the respondents are male and 48% of the respondents are female. Majority of the respondents are male.

**Table 2: On the Basis of Age-Group**

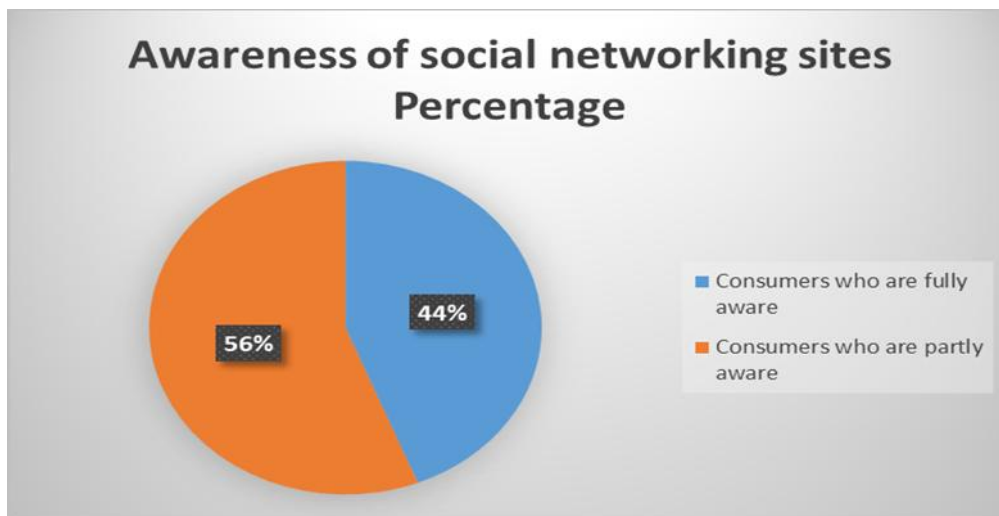
Age-group	No. of consumers
18-19	8
19-20	8
20-21	28
21-22	4
22-23	2
<b>Total</b>	<b>50</b>



The above table shows that out of the total respondents taken for the study, 28% belongs to the age group of 20-21 and 8% of them belong to 18-19, 19-20 age group. Majority of the respondents belong to the age-group of 20-21 years.

**Table 3: Awareness of Social Networking Sites**

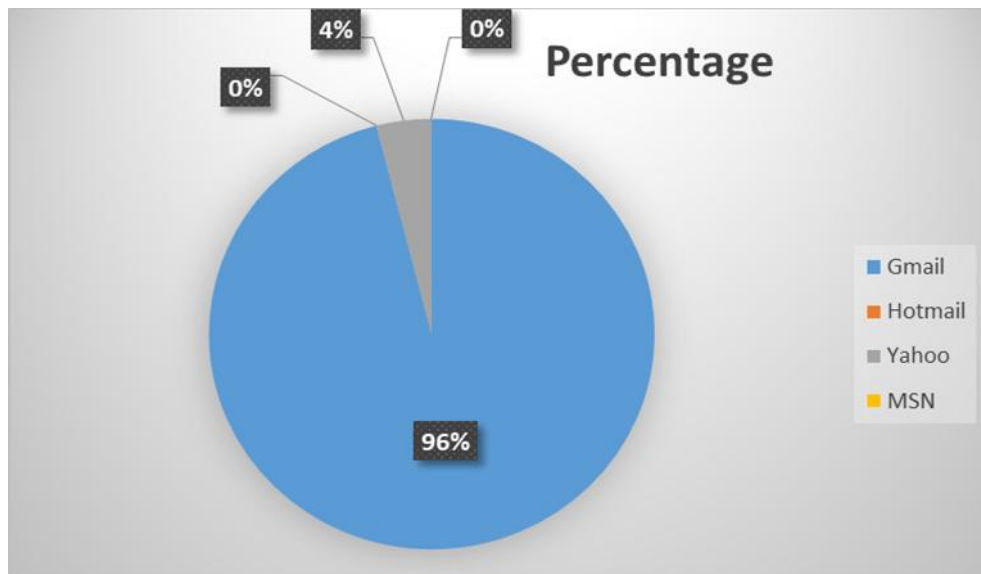
	Numbers	Percentage
Consumers who are fully aware	22	44
Consumers who are partly aware	28	56
<b>Total</b>	<b>50</b>	<b>100</b>



The above table shows the awareness of the respondents. It is interesting to notice that 44% of the respondents are fully aware of the social network and 56% of the respondents are partly aware. Majority of the respondents are partly aware of the social network.

**Table 4**

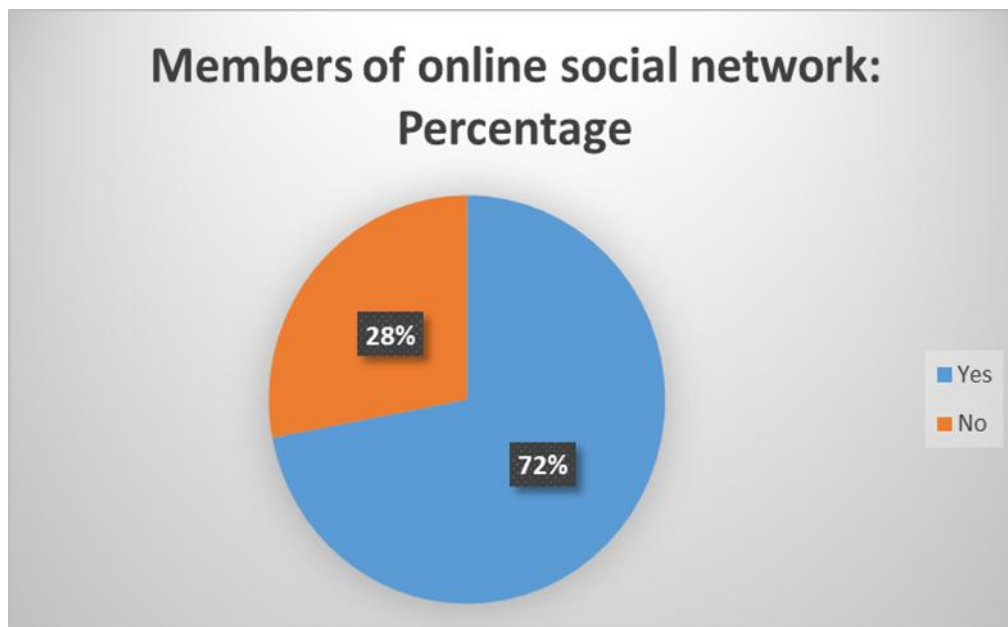
Web browsers	No. of Users	Percentage
Gmail	48	96
Hotmail	0	0
Yahoo	2	4
MSN	0	0
<b>Total</b>	<b>50</b>	<b>100</b>



It is clear from the above table that 96% of the respondents are using Gmail and only 4% of the respondents are using Yahoo. Majority of the respondents use Gmail.

**Table 5: Members of Online Social Network**

Response	No of members	Percentage
Yes	36	72
No	14	28
<b>Total</b>	<b>50</b>	<b>100</b>



It is known from the above table that 72% of the respondents are the members of social network and 28% are non-members of social network. It indicates that majority of the respondents are members of social network.

### **Findings**

- Young consumer's preference has moved from off-line to online purchasing.
- Maximum numbers of consumers are time conscious.
- Maximum number of young customers prefer for offers/ discounts at the time of purchasing online.
- In most of the metropolitan cities, the younger generation opt online shopping for meeting their day-to-day desires.

### **Conclusion**

Virtual marketing is a newest and most actively engaging forum for customers and company interaction. It has been playing a crucial role in the present day technological era. The online buying approach is increasing among the younger Indian consumers due to availability of time and resources. The study reveals that majority of the young customers will continue to share their opinions about the products available online to their friends, family through social networks with or without company interaction. Therefore this platform enables the younger minds to communicate, share and influence others towards facilitating the action.

### **References**

- A Research on a comparative Study of some brand Switching models in marketing- Rashmita Saran and R.J.R. Swamy.
- Indian Journal of Marketing-Volume-48 issue no; 3 March, 2018.
- Journal of Marketing-The Plesure and Guilt-Impulse purchase and post purchase regret: A Study of young Indian consumers by Kokil Jain . Shalini Gautam and Diksha pasricha.
- Marketing Management (Text and cases in Indian Context)-Dr. Karunakaran.
- Consumer behavior in Indian Perspective-Suja R. Nair.
- Marketing Management- Philip Kotler.
- Digital Marketing-Vadana Ahuja.

