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A STUDYONDIGITALCOMMERCEINMARKETING

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Abstract

Digitalcommercehas becomean important component of modernmarketing.Thegrowth of the internet, smartphones, digital payment systems, social media and online platforms has changed theway businessescommunicatewith customersand sell productsand services. Digital commerce includes commercial activities supported by digital technologies, from product discovery and promotion to ordering, payment and customer engagement.
Keywords: Digital Commerce, Digital Marketing, E-Commerce, Consumer Behaviour, Online Shopping, Social Media Marketing, Digital Payment

INTRODUCTION

Digitaltechnologyhas significantly changed thewaybusinessesoperate and interact with customers. Traditional marketing depended heavily on physical stores, printed advertisements, television, newspapers and face-to-face communication. Today, businesses increasingly use websites, mobile applications, social media, online marketplaces, search engines, digital advertisements and electronic payment systems.

Thedevelopment of digitalcommerce has also created opportunitiesfor small businesses and entrepreneurs. A business can promote its products online without depending entirely on a physical store. Digital platforms can provide access to customers across wider geographical areas.

Therefore, understanding digital commerce is important for students, marketers,busineses and consumers.

STATEMENTOFTHEPROBLEM

The rapid development of digital technology has changed consumer purchasing behaviour. Consumers can search for products, compare prices, read reviews, watch product demonstrations, communicate with sellers and make payments digitally.

However increased digital commerce also creates challenges. Consumers may face concerns relating to privacy, cybersecurity, misleading advertisements, fake reviews, product quality, delayed delivery and return policies. Businesses also face strong competition because customers can easily compareproducts offered by different sellers.

Therefore, thisstudyattemptstounderstand theroleand importanceof digitalcommerce in marketing and identify the major factors influencing consumer behaviour.

NEEDFORTHESTUDY

- Digitalcommercehasbecomeanimportantpart ofmodernbusiness.
- Consumersincreasinglyusedigitalplatformstosearchforandpurchaseproducts.
- Businessesneedeffectivedigitalmarketingstrategiestoremaincompetitive.
- Socialmediahasbecomeanimportantcommunicationchannelbetweenbusinessesand customers.
- Digitalpaymentsystemshavemadeonlinetransactionsmoreconvenient.

OBJECTIVESOFTHESTUDY

PrimaryObjective

- Tostudy theroleofdigitalcommerceinmodern marketing.

SecondaryObjectives

- Tounderstandtheconceptofdigitalcommerce.
- Tostudythemajordigitalcommercechannelsusedbyconsumers.
- Toanalyseconsumerawarenessof digitalcommerce.
- Tostudythefactorsinfluencingonlinepurchasingbehaviour.
- Toexaminetheroleofsocialmediaindigitalcommerce.

SCOPEOFTHESTUDY

The study covers digital commerce from a marketing perspective. It focuses on online purchasing, digital marketing, social media marketing, online advertising, digital payment, consumer behaviour, customer reviews, customer satisfaction, online platforms, business opportunities and challenges in digital commerce.

LIMITATIONSOFTHESTUDY

Thestudymaybelimitedtoaparticulargeographicalarea.

- Thesamplesize may berelativelysmall.

•Respondentsmayprovideanswersbasedonpersonalopinion.

- Consumerpreferencescanchangeovertime.
- Thestudymaynotrepresentthebehaviourofallconsumers.

CONCEPTOFDIGITALCOMMERCE

Digitalcommerceis the use of digitaltechnologiesand electronic networksto support commercialactivities.Itincludesonlineproductdiscovery,digitaladvertising,online ordering, electronic payment, customer communication, onlinecustomerservice,digitaldelivery of services, online review and social commerce.

Digitalcommerceisbroaderthansimplyhavinganonlinestore becausemarketing, communication,customerengagement and transaction processes can all be digitally connected.

DIGITALCOMMERCEANDE-COMMERCE

The terms digital commerceande-commerceare often usedinterchangeably, but they can be understood slightly differently. E-commerce generally focuses on buying and selling goods and services through electronic networks. Digital commerce can be viewed more broadly, covering the digital customer journey before, during and after a transaction.

For example, a customer may see an advertisement on social media, visit a website, compare products,read reviews,place anorder,make adigital payment,receive theproduct and post a review. These connectedactivities form part of the broader digital commerceenvironment.

MAJORCOMPONENTS OFDIGITALCOMMERCE

OnlineStores

Businessescansellproductsthroughwebsitesandmobileapplications.

OnlineMarketplaces

Digitalmarketplacesconnectmultiplesellerswithconsumers.

SocialCommerce

Social mediacanbeused topromoteproducts,communicatewithcustomersand support purchasing activities.

DigitalAdvertising

Businessesuseonlineadvertisingtoreachspecificcustomergroups.

DigitalPaymentsBased

Electronicpaymentmethodsallow customerstopaywithoutusingphysicalcash.

ROLEOFDIGITALCOMMERCEINMARKETING

WiderMarketReach

Abusinesscanreachcustomersoutsideitslocalareathroughdigitalchannels.

LowerCommunicationBarriers

Businessescancommunicatewithcustomersquicklythroughdigitalplatforms.

CustomerEngagement

Socialmedia,email andonlinecommunities allowbusinesses tointeractdirectlywith consumers.

PersonalisedMarketing

Digitaltechnologiesallowmarketerstoprovidecontentandoffersbasedoncustomer interests and behaviour.

Data-DecisionMaking

Businessescananalyseonlinebehaviourtounderstandcustomerpreferences.

FasterFeedback

Onlinereviews,commentsandratingsprovidecustomerfeedback.24/7Availability

Online storescanallowcustomers tobrowseproductsand placeordersoutsidetraditional business hours.

ONSUMERBEHAVIOURINDIGITALCOMMERCE

Consumer behaviour refers to how individuals identify needs, search for information, evaluate alternatives, make purchases and evaluate theirexperiences. In digitalcommerce, consumers can search forinformation,compare multiple products,read customerreviews,watch product videos, check ratings, look for discounts, compare delivery options and make digital payments.

Digitalcommercethereforegivesconsumersgreateraccesstoinformationbefore purchasing and increases theimportance of digitaltouchpointsthroughout thecustomerjourney.

FACTORSFLUENCINGPURCHASESONLINE

Convenience

Consumers canpurchaseproductswithout physicallyvisitingastore.

Price

Discountsandpricecomparisonsmayinfluencepurchasingdecisions.

Reviews

Customerratingsandreviewscaninfluencetrust.

Delivery

Fastandreliable deliverycanimprovecustomersatisfaction.

PaymentOptions

Multiplesecurepaymentoptionscanmakepurchasingeasier.

BrandReputation

Customersmaypreferbusinessestheytrust.

ReturnPolicy

Simplereturnandrefundpoliciescanincreaseconfidence.

BENEFITSOFDIGITALCOMMERCE

BenefitstoBusinesses

- Continuousavailability
- Improvedcustomercommunication
- Data-basedmarketing
- Bettertargeting

BenefitstoConsumers

- Convenience
- Widerproductchoice
- Easycomparison
- Accesstoreviews
- Digitalpaymentoptions

RESEARCHMETHODOLOGY

The study carried out With both primary and secondarydataThe data were collected through a structure questionnaire from samples of 30 respondents from the specified area .The samples have been considered by using

non – probability techniques (.Convenient sampling method).The secondary data were collected through Books, Journal ,Articles ,and Websites.

DATAANDINTREPRETATIONANALYSIS

Table1:Agegroupofrespondents

Response	NumberofRespondents	Percentage
Below18	10	33.33%
18–25	18	60%
26–35	2	6.67%
36–45	0	0%
Above45	0	0%
Total	30	100%

Interpretation:

Outof 30respondents, 18 respondents (60%) belongto the18–25age group,whichis thehighest proportion. 10 respondents (33.33%) are below 18, while 2 respondents (6.67%) are in the 26–35 age group.Norespondents belongto the36–45orabove 45age groups. Therefore,the 18–25age group isthe Percentage most commonamong therespondents.

Table2:Genderofrespondents

Response	NumberofRespondents	Percentage
Male	15	50%
Female	13	43.33%
Other/Prefernottosay	2	6.67%
Total	30	100%

Interpretation:

Outof 30 respondents, 15respondents (50%)aremale,13 respondents(43.33%)arefemale, and 2 respondents (6.67%) selected other/prefer not to say. Therefore, male respondents form the largest group, accounting for 50% of the total respondents. The responses show that the respondent include different gender categories.

Table3:Frequencyofonlineshoppingamongrespondents

Response	NumberofRespondents	Percentage
Weekly	8	26.67%
Monthly	8	26.67%
Occasionally	10	35.34%
Rarely	2	6.67%
Never	2	6.67%
Total	30	100%

Interpretation:

Out of 30 respondents, 10 respondents (35.34%) selected "Occasionally," which is the highest response. This indicates that occasional online shopping is the most common pattern among the respondents. Weekly and monthly shopping were reported by 8 respondents (26.67%) each, while rarely and never were reported by 2 respondents (6.67%) each. Overall, the results show that respondents have differentonlineshoppingfrequencies,withoccasionalshoppingbeingthemostcommon.

Table4:Primarydeviceusedbyrespondentsforonlineshopping

Response	NumberofRespondents	Percentage
Smartphone	14	46.67%
Laptop/Desktop	8	26.67%
Tablet	6	20%
Other	2	6.67%
Total	30	100%

Interpretation:

Out of 30 respondents, 14 respondents (46.67%) mainly use a smartphone for online shopping. 8 respondents (26.67%) use a laptop/desktop, 6 respondents (20%) use a tablet, and 2 respondents (6.67%) use other devices.Therefore, smartphone is the most commonly used device for online shopping among the respondents.

Table5:Mainreasonforonlineshoppingamongrespondents

Response	NumberofRespondents	Percentage
Convenience	10	33.34%
Discounts	9	30%
Productvariety	5	16.67%
Easycomparison	4	13.33%
Homedelivery	2	667%
Total	30	100%

Interpretation:

Out of 30 respondents, 10respondents (33.33%) selected Convenience as the mainreason for onlineshopping.9respondents(30%)selecteddiscounts,5respondents(16.67%)selectedproduct variety, 4respondents (13.33%)selectedeasycomparison,and2respondents(6.67%) selectedhome delivery.Therefore,conveniencisthemostcommonreasonfor onlineshoppingamongtherespondents.

MAJORFINDINGS

•Digitalcommercehasbecomeanimportantpartofmodernmarketing.

•Consumersvaluetheconvenienceofonlinepurchasing.

•Productvarietyisanimportantadvantageofonlineshopping.

•Deliveryandreturnservicescanaffectcustomersatisfaction.

•Businessesneedtocombinedigitalmarketingwithgoodcustomerservice.**SUGGESTIONS**

•Businessesshouldprovidesecuredigitalpayment facilities.

- Customerinformationshouldbeprotected.
- Businessesshouldprovideaccurateproductdescriptions.
- Businessesshouldavoidmisleadingadvertisements.

•Smallbusinessesshoulddevelopasuitabledigitalmarketingstrategy.

CONCLUSION

Digital commercehas significantlyinfluencedmodern marketing.Ithas changedthe way businesses communicate with customers, promote products and conduct transactions.

The major advantages of digital commerce include convenience, wider market reach, product variety, customer interaction and access to information. Digital platforms also allow businessesto understand customer preferences and develop more targeted marketing strategies.

Overall, digital commerce is an important part of the modern marketing environment. Businesses that use digital technologies effectively while maintaining customer trust are better positioned to compete in an increasinglydigital marketplace.

QUESTIONNAIRE

1. Whatisyouragegroup?
a. Below 18
b. 18–25
c. 26–35
d. 36–45
e. Above45
2. Whatisyourgender?
a. Male
b. Female
c. Other/Prefernottosay
3. Howoftendoyoushoponline?
a. Weekly
b. Monthly
c. Occasionally
d. Rarely
e. Never
4. Whichdevicedoyoumainlyuseforonlineshopping?
a. Smartphone
b. Laptop/Desktop
c. Tablet
d. Other
5. Whatisyourmainreasonforshoppingonline?
a. Convenience
b. Discounts
c. Productvariety
d. Easycomparison
e. Homedelivery