

# Customer Buying Behaviour On Selected Web Portals In Digital Marketing

Prashant Upadhyay<sup>1</sup>, Dr. Bharat Bhushan<sup>2</sup>

<sup>1</sup>Research Scholar, Department of Commerce, NIILM University, Kaithal

<sup>2</sup>Supervisor, Department of Commerce, NIILM University, Kaithal

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## ABSTRACT

Nowadays, individuals of all ages spend a lot of time on social media. These social media sites eat up everyone's time. The incredible and crucial features of these social media platforms are meant to be utilized for things like networking, sharing news, promoting brands, businesses, and politics. Brand reputation and its impact on the efficacy of a few chosen online portals was the primary focus of the present research. Various analyses were conducted, and the research's findings represent the attitude of customers about the selection of online portals carried out by these social media sites. The vast majority of people who took the survey saw the internet as an important part of their daily life and a reliable resource for news and other information. Because it contains current information, people trust online sources and think it's safe to use the internet to get their facts straight. Social networking sites, such as Facebook, would occupy a significant amount of people's leisure time, with many more following closely after. The results of the study show clearly that people pay attention to ads for portals on various social media platforms, and that these ads encourage them to keep driving. According to the results, these social media platforms are always front and center when it comes to their ultimate purchasing choice. People are more inclined to utilize the information and make decisions when they receive affordable and helpful portals or offers, such as promotions and discounts on items. Additionally, the study found that when buyers have a good attitude about e-WOM and online advertising promoting brands, they are more likely to make a purchase. When deciding how to behave, customers will take into account the ease of the cancellation policy, the simplicity of the dispute resolution process, the variety and quality of the items, and their level of comfort with all the amenities offered by the portals. Further factors that influence people's opinions of web portals include their level of self-assurance, the availability of technologically oriented services, their level of expertise and exposure, and the informational features of the portals.

**Keywords:** Digital marketing , components

## INTRODUCTION

Digital marketing is frequently conflated with internet marketing. Digital marketing entails the promotion of a brand, service, or product over the internet. In essence, digital marketing distinguishes itself from conventional marketing by utilizing internet platforms and techniques that allow businesses and organizations to assess the effectiveness of their marketing initiatives, frequently in real time, to get insights into what is effective and what is not.

### Overview on digital marketing

The 21st century has observed the establishment of an online presence in the majority of companies. Email was prevalent, and technology facilitated its management with relative ease. Customer relationship management (CRM) solutions have been implemented for an extended period to oversee databases. Certain corporations were utilizing banners on websites in a manner analogous to newspaper advertising. Progressive corporations were developing their search engine strategies and collaborating with certain affiliates. This encompassed internet marketing, which subsequently led to the emergence of online marketing teams and professionals. Kingsnorth, 2016.

The predominant form of digital marketing is the organization's website, serving as the nucleus of all its online endeavors. To attract quality traffic to a website and promote repeat visitors and purchases, astute marketers include a blend of email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and social media into their approach.

The implementation of digital marketing is contingent upon the organization's marketing objectives. The organization may want to create additional leads, enhance brand recognition, boost revenue, or improve brand engagement. Digital marketing is more than only possessing a website. The website must be visually appealing, user-friendly, and have high-quality material that accurately represents the business's character. Search engine optimization (SEO) is also a significant influence. Search engines must accurately read and index the webpage. Content and SEO professionals assist organizations in designing websites that are adaptable and accessible across all devices. Digital marketing include the management of the organization's social media presence and engagement with followers, in addition to promoting the business across prominent social media platforms.

The IBEF analysis indicates that e-commerce has transformed business practices in India. The Indian e-commerce market is projected to increase to US\$ 111.40 billion by 2025, up from US\$ 46.2 billion in 2020. India's e-commerce sector is projected to reach US\$ 111 billion by 2024 and US\$ 200 billion by 2026. The industry's rise has mostly been catalyzed by an increase in Internet and smartphone adoption. By July 2021, India's internet connections had notably increased to 784.59 million, propelled by the 'Digital India' initiative. Of the total internet connections, 61% were located in metropolitan areas, with 97% of these connections being wireless. This has resulted in intense rivalry in the e-commerce sector, prompting companies to seek novel strategies to attract new online consumers and keep current clients.

### **The Development and History of Digital Marketing**

The phrase digital marketing emerged in the 1990s; but, as previously noted, the landscape was markedly different at that time, characterized by Web 1.0, which consisted mostly of static information, minimal interaction, and a lack of genuine communities. The inaugural banner advertisement emerged in 1993, followed by the creation of the first online crawler, WebCrawler, in 1994, marking the inception of search engine optimization (SEO) as it is recognized today (Kingsnorth, 2016).

The current internet era started with Google's rapid expansion and the debut of Blogger in 1999. Blackberry, a brand no longer associated with innovation, introduced mobile email, coinciding with the emergence of MySpace. MySpace represented the inception of contemporary social media; yet, its user experience was suboptimal, which ultimately contributed to its decline. Google's launch of Adwords served as a pivotal platform for its expansion and continues to

be a significant source of revenue. Their creativity, straightforward interface, and precise algorithms persist. Cookies have proven essential in providing pertinent feedback and thereby enhancing user experience.

“Internet Technology is a pivotal advancement that has catalyzed the information revolution in society, appropriately considered the third wave of transformation following the agricultural and industrial revolutions” (Gangeshwer, 2013) The inaugural search engine was established in 1991 utilizing a network protocol known as Gopher for querying and searching. In 1993, the inaugural clickable banner was launched, thereby leading HotWired to acquire other banner advertisements for their marketing efforts. This signified the commencement of a new epoch, the digital era of marketing. The gradual transition resulted in the introduction of new technologies to the digital marketplace in 1994. That same year, Yahoo was established. Google was established in 1998. Microsoft introduced the MSN search engine, while Yahoo released Yahoo online search. In 2000, the internet bubble collapsed, resulting in the obsolescence or elimination of smaller search engines, so paving the way for the dominance of larger entities. In 2006, the digital marketing sector had its initial significant increase.

At that time, search engine traffic had already increased to over 6.4 billion in a single month. Shortly thereafter, Google started its expansion, coinciding with the emergence of social networking sites. Myspace was the inaugural social networking platform, succeeded by Facebook. Consequently, firms recognized that these emerging platforms are creating new avenues for marketing their products and brands. Digitally advertised products are now accessible to clients at all times. Data gathered by the Marketing techblog for 2014 indicates that social media posting is the predominant internet activity in the United States. The typical American allocates 37 minutes daily to social media usage. Ninety-nine percent of digital marketers utilize Facebook for marketing, ninety-seven percent employ Twitter, seventy percent engage with Google+, sixty-nine percent utilize Pinterest, and fifty-nine percent use Instagram. Seventy percent of B2C marketers have successfully gained consumers via Facebook. 67% of Twitter users are much more inclined to purchase from firms they follow on the platform. 83.8% of luxury companies maintain a presence on Pinterest. The three foremost social networking platforms utilized by marketers are LinkedIn, Twitter, and Facebook.

### **Components of digital marketing**

Currently, digital marketing channels are expanding and yielding increasingly valuable returns. The concept of digital marketing is somewhat complex to comprehend. The word digital marketing encompasses several methods, assets, and procedures. The fundamental and crucial elements of digital marketing facilitate comprehension of the discipline.

- **SEO - Search engine optimization:** Search engines are crucial for beginning an online adventure. The efficacy of the search engine depends on appropriate optimization and perseverance. Consumers, users, and marketers seeking information or searching for products/services online can utilize search engines such as Google and Yahoo.
- **Website:** A website serves as the digital address for a business or brand. The correct official website address is crucial for marketing products and services. The website URL must have certain criteria such as i) It must be user-friendly. ii) It should convey information about the business. iii) It must have all contact details. iv) It should be responsive. v) It must be professional, clean, and simple to navigate.

- **Social media:** Social media is a crucial and inescapable component of digital marketing. Social media platforms like as Facebook, Twitter, LinkedIn, and YouTube facilitate direct engagement with customers, enabling an understanding of their expectations.
- **Content marketing:** It is utilized to disseminate videos, blog entries, social media content, photographs, etc., across many online platforms to enhance company reputation and brand recognition, hence attracting a larger online customer base.
- **Email marketing:** Email serves to solicit customers' engagement in sharing product details, promotions, and discounts. It may be utilized to engage clients for a robust relationship.
- **Blogging** The establishment of blogs fosters increased trust and authenticity in the marketplace. Integrating the blog with the official website might provide the buyer with more information regarding the product.
- **Web analytics:** It is utilized to monitor user engagement. Companies may readily monitor client interest, activity, and geographical location, among other factors.

#### OBJECTIVES OF THE STUDY

1. To study on The Development and History of Digital Marketing
2. To study on Components of digital marketing

#### Research method

Research may be roughly described as the systematic collection and analysis of facts and information to enhance understanding in any field. Research endeavors to address intellectual and practical inquiries via the application of methodical methodologies. Webster's Collegiate Dictionary defines research as "diligent inquiry or examination; particularly: investigation or experimentation directed towards the discovery and interpretation of facts, modification of established theories or laws in light of new evidence, or practical application of such new or revised theories or laws". Some individuals perceive research as a progression, transitioning from the known to the unknown.

#### Area of the study

It has been suggested that Indore was chosen for this study due to the fact that it is a big hub for web portals that are used for internet marketing.

#### Data collection method

In the current investigation, the survey approach has been used to determine the majority of the findings. Issuing questionnaires directly to respondents who are employed at a variety of companies has allowed for the collection of primary data. In the field of internet marketing, questionnaires have been developed and sent to all levels in order to collect primary data. Customers' understanding of online marketing, research and decision making, Amazon's marketing tactics, customers' perceptions of Amazon, marketing strategies of Flipkart, customers' perspectives on Flipkart, advertising strategies of Meesho, and customers' insights on Meesho are the 18 particular topics that are being discussed. Price, perceived value, perceived risk, trust, tailoring, and customer service are all important factors. When it comes to online buying, the utilization of virtual reality and augmented reality On the other hand, the consequence of Internet marketing will be the primary focus of the research. Brand quality, perceived ease of use of

web portals, and driven considerations for online shopping will all be taken into consideration. Our understanding of e-commerce and how it affects the success of a few select online portals has been shaped by a variety of factors, including personal observations, interactions with consumers, trips to outlets, and interviews with purchasers. In order to investigate the profiles of all web portals and customer buying behavior in the Indore district that were open for business throughout the research period, secondary data was required to gather the information from a variety of connected websites, journals, news publications, and reference books. This was done in order to gather the information.

### **1 Sample Selection**

This research was conducted with the purpose of determining Internet marketing methods and their influence on consumer purchasing behavior in relation to specific online web portals. These web portals are numerous and focus more on online marketing approaches, and they play a big role in the cluster of online shopping. As a consequence of this, Indore has been chosen to serve as the sample unit for the compilation of data. In light of the fact that the primary focus of internet marketing strategies is on individuals, it was decided to concentrate the study on the component that had the biggest concentration of people, specifically the existing customers as well as the new consumers. Throughout the course of the research, the exact number of online portals that are located in Bengaluru was communicated. Taking into consideration these The researcher made the decision to construct a list of all of the greatest web portals in Indore that are available through internet resources. This decision was made in light of the limits indicated above. In order to meet the criterion, the researcher selected three web portals that have been on the list of the top 10 private web portals constantly for a period of three years. A technique known as simple random sampling was utilized in order to choose the sample respondents from the three online portals that were chosen. Customers from various parts of Indore were chosen to participate in the selection process, and a total of five hundred respondents were chosen.

### **2 Survey design**

After conducting a comprehensive literature research on the topic at hand, questions were formulated, and a questionnaire was developed in a distinct manner for respondents for the top ten online portals. There were eighteen different parts included in the E-Commerce questionnaire. A Likert scale with five points was used to compile the questionnaire. The scale varied from strongly disagreeing (1) to disagreeing (2) to neutral (3) to agreeing (4) to strongly agreeing (5) among the possible responses.

### **3 Discussions and Informal Interviews**

The purpose of the several rounds of conversations that were done with professionals in the field of online marketing was to gain an understanding of the influence that particular web portals had from the perspective of customers. Additionally, the research supervisor was consulted in order to obtain explanations.

### **4 Pre-test**

A preliminary test of the questionnaire that was intended for the respondents was conducted with fifty respondents from a variety of categories on the online portals that were chosen. Subsequent to the pre-testing phase, the questionnaire underwent the required alterations in order to accommodate the current research.

5 An approach of determining the amount of the impact that internet marketing methods have on client purchasing behavior with regard to certain online web sites

It was possible to determine the degree to which the opinions of customers differed from those of other types of respondents based on their designation, age, gender, professional status, level of education, and experience by employing techniques such as percentages, mean scores, ranges, standard deviations, correlation analysis, Chi-squared test, analysis of variance, and factor analysis (Principle Component Analysis).

### **Statistical analysis**

Descriptive analysis will be used to accomplish the first goal, which is to identify the various internet marketing tactics that are utilized by online web portals. The second purpose is to use correlation analysis to investigate the factors that impact the purchasing behavior of consumers through the use of internet marketing on a selection of online portals. Chi-Square analysis was used to investigate the third aim, which was to investigate the influence of client purchasing behavior on chosen online portals through the use of internet marketing. ANOVA analysis was utilized in order to accomplish the fourth aim, which was to determine the factors that contribute to the success of online marketing techniques in terms of consumer happiness. The final purpose is to analyze the influence of consumer purchasing behavior, which will assist in establishing a coherent framework for online web portals to boost their brand image through the utilization of factor analysis. For the purpose of evaluating how Internet marketing and brand performance may help by providing a clear framework for consumers to increase commitment, retention, and productivity, factor analysis, statistical approach, and parametric multiple regression were applied. The Statistical Package for Social Science, version 20, was utilized for the purpose of hypothesis testing in order to provide assistance.

## **RESULT AND DISCUSSION**

### **Data analysis for on customer buying behaviour on selected web portals method of utilizing the dependent variables**

During the process of analyzing Internet marketing strategies and their influence on customer purchasing behavior in relation to online web portals, certain important factors were chosen. These factors include customer awareness regarding internet marketing, research and decision making, Amazon's marketing strategies, customer's perception of Amazon, marketing strategies of Flipkart, customer's view of Flipkart, advertising strategies of Meesho, customer's insight on Meesho, price, perceived value, perceived risk, trust, customization, customer service, utilization of virtual reality and augmented reality while shopping online, brand quality, perceived ease of use of web portals, and factors that motivate customers to make purchases online. The following variables are categorized according to the number of different statements: customer awareness about internet marketing (eight statements), research and decision making (five statements), Amazon's marketing strategies (seven statements), customer's perception on Amazon (seven statements), marketing strategies of Flipkart (seven statements), customer's view on Flipkart (seven statements), advertising strategies of Meesho (seven statements), customer's insight on Meesho (seven statements), price (six statements), perceived value (five statements), perceived risk (six statements), trust (seven statements), customization (five statements), customer service (six statements), utilization of virtual reality and augmented reality while shopping

online (five statements), perceived ease-of-use of web portals (five statements), and perceived ease of use (5 statements) The five-point scale developed by Likert is being applied to each and every one of the claims.

**1 Descriptive Analysis:**

In this part, an analysis is performed on the data that was gathered from the information provided by users of online web portals. The use of descriptive statistics and percentage analysis is utilized in order to conduct an analysis of internet marketing tactics and their influence on the purchasing behavior of customers with regard to particular online web portals.

**Table 1 Percentage Analysis Of Demographic Factors Age Of The Respondent**

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	334	66.8	66.8	66.8
	31-40	116	23.2	23.2	90.0
	41-50	30	6.0	6.0	96.0
	51-60	15	3.0	3.0	99.0
	60 &above	5	1.0	1.0	100.0
	Total	500	100.0	100.0	

As a result of the study presented above, it has been noted that about 66.8 percent of the respondents are over the age of 25. This demographic ranges from 21 to 30 years old. In this particular instance, the customer's perspective of purchasing behavior on online web portals is more favorable due to the fact that the age group consists of students and professionals.

**Table 2 Gender of The Respondent**

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
	Male	263	52.6	52.6	52.6

Valid	Female	237	47.4	47.4	100.0
	Total	500	100.0	100.0	

Based on the data presented above, it can be noted that 52.6% of respondents are male, which indicates that the majority of respondents identify as male. In this case, the customer's opinion of buying conduct on online web portals was stronger among men, despite the fact that 47.4% of respondents are female.

**Table 3 Marital Status Of The Respondents:**

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	177	35.4	35.4	35.4
	Unmarried	323	64.6	64.6	100.0
	Total	500	100.0	100.0	

Based on the data presented above, it can be noticed that 64.6% of respondents are single, which indicates that the majority of respondents are single. In this case, the customer's opinion towards buying activity on online web portals was greater among those who were not married, despite the fact that 35.4% of respondents are married.

**Table 4 Education level of the respondents:**

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Professional	56	11.2	11.2	11.2
	PG	141	28.2	28.2	39.4
	Graduation	258	51.6	51.6	91.0
	Intermediate	35	7.0	7.0	98.0
	SSC	10	2.0	2.0	100.0

Total	500	100.0	100.0	
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Based on the data presented above, it can be noticed that 51.6% of respondents are graduates, which indicates that the majority of respondents are graduates. 11.2% of respondents are from professional courses, 28.2% of respondents are from postgraduate courses, 7% of respondents are from intermediate courses, and 2% of respondents are from secondary school. In this case, the customer's impression of buying behavior on online web portals was greater among graduates.

**Table 5 Professional Status Of The Respondents:**

Professional status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Entrepreneur	45	9.0	9.0	9.0
	Working Professional	344	68.8	68.8	77.8
	Student	73	14.6	14.6	92.4
	Homemaker	38	7.6	7.6	100.0
	Total	500	100.0	100.0	

Based on the study presented above, it can be noted that 68.8 percent of the respondents are working professionals. In this particular instance, the customer's perception of their purchasing behavior on online web portals is greater among those who are working professionals.

**Table 6 work experience of the respondents:**

Work Experience					
		Frequency	Percent	Valid Percent	Cumulative Percent
	0-5	295	59.0	59.0	59.0
	6-10	112	22.4	22.4	81.4
	11-15	69	13.8	13.8	95.2

Valid	15-20	12	2.4	2.4	97.6
	Above 20	12	2.4	2.4	100.0

According to the study presented above, it was found that 59 percent of the respondents had job experience ranging from 0 to 5 years. In this particular instance, the customer's impression of buying behavior on online web portals was shown to be greater among those with 0 to 5 years of work experience.

**Age and customer awareness about internet marketing**

A distribution of the sample responses is shown here, with consideration given to their ages and their level of consumer awareness in respect to online web portals. For the purpose of formulating and assessing the hypothesis, it is necessary to determine whether or not there is a connection between the age of a person and their level of awareness regarding Internet marketing. This is done in order to gain an understanding of the various age groups and their perceptions regarding purchasing behavior through online web portals. After doing the correlation analysis, the results are shown in the table that follows.

Null Hypothesis: There is The factors impacting consumer purchasing behavior through online web portals were not significantly related to the independent variable age..

**Table: 7. Descriptive Statistics**

	Mean	Std. Deviation	N
Age	1.48	.819	500
Customer Awareness about Internet Marketing	3.39	.918	500

**Table:8 Correlations**

		Gender	Customer Awareness about Internet Marketing
	Pearson Correlation	1	0.20

Age	Sig.(2-tailed)		.656
	N	500	500
Customer Awareness about Internet Marketing	Pearson Correlation	0.20	1
	Sig.(2-tailed)	.656	
	N	500	500

According to the findings of the study shown above, there is no significant correlation between the age of the client and their level of knowledge, which might potentially impact their purchasing behavior while using online web portals. The conclusion that can be drawn from this is that every predictor variable, such as age, has a connection to the dependent variable that is client knowledge about internet marketing. This is the case when the age range is between 21 and 30, 31 to 40, 41 to 50, 51 to 60, and older than 60. There is a correlation between age and customer awareness, which means that all age groups of customer awareness were aware of the various types of Internet marketing and strategies used in internet marketing, the distinction between internet marketing and traditional marketing, knowledge about the various forms of internet marketing and advertising, and the recent changes that have occurred in Internet marketing, which are also having a significant impact on the customers' awareness of Internet marketing. Therefore, the null hypothesis, age, and consumer awareness about Internet marketing are all accepted according to the findings.

**Gender and customer awareness about internet marketing**

The following is a breakdown of the sample respondents according to their gender and their level of consumer awareness in regard to online web portals respectively. The purpose of this study is to determine whether or not there is a connection between a person's gender and their level of awareness regarding Internet marketing. This is done in order to gain an understanding of the various types of gender groups and their customer perceptions regarding purchasing behavior through online web portals. This information will be used to formulate and evaluate the theoretical framework. After doing the correlation analysis, the results are shown in the table that follows.

Null Hypothesis: The factors impacting client purchase behavior through online web portals are unrelated to the independent variable gender.

**Table: 9 Descriptive Statistics**

	Mean	Std. Deviation	N
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Gender	1.47	.500	500
Customer Awareness about Internet Marketing	3.39	.918	500

**Table: 10 Correlations**

		Gender	Customer Awareness about Internet Marketing
Gender	Pearson Correlation	1	0.079
	Sig.(2-tailed)		0.078
	N	500	500
Customer Awareness about Internet Marketing	Pearson Correlation	0.079	1
	Sig.(2-tailed)	0.078	
	N	500	500

As a result of the data presented above, it has been shown that there is no substantial association between gender and consumer awareness, which might potentially impact the purchasing behavior of customers through online web portals. The conclusion that can be drawn from this is that every predictor variable, such as gender, has a connection to the dependent variable that is client knowledge about online marketing. In this context, when there is a connection between gender and customer awareness, it indicates that all gender groups of customers are aware of the various types of internet marketing and strategies that are used in internet marketing, the distinction between internet marketing and traditional marketing, the knowledge of the various forms of internet marketing and advertising, and the recent changes that have occurred in internet marketing. This is a significant factor that has a significant impact on the customer's awareness of internet marketing. Therefore, the assertion that there is no correlation between gender and client knowledge of Internet marketing is accepted.

**Work experience and amazon marketing strategies**

Taking into account the distribution of sample respondents according to their work experience and Amazon's marketing tactics for web portals, the aspects that have the most significant impact are primarily concerned with the largest promotion about online portals, which will result in the highest recognition. Both the formulation of a

hypothesis and the determination of the connection between work experience and Amazon marketing methods were accomplished via the use of ANOVA analysis. All of the results of the ANOVA test are presented in the table that follows.

Null Hypothesis: There is no significant difference between the Amazon marketing strategies and independent variable Work experience

**Table 11 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.028a	.001	-.001	.658	.001	.391	1	498	.532

a. Predictors:(Constant), Work Experience

ANOVA a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	.169	1	.169	.391	.532b
	Residual	215.399	498	.433		
	Total	215.568	499			
a. Dependent Variable: Amazon Marketing Strategies						
b. Predictors:(Constant),Work Experience						

Based on the study presented above, it can be noticed that there is no major difference between the marketing methods of online portals and the work experience strategies employed by Amazon. As a result, all of the predictor factors are the most important Promotion about the web portals, the more recognition there will be. Amazon.com The marketing tactics of various online web portals have an influence on the customers' perceptions, and the purchasing patterns of consumers have a negative impact on their perceptions of web portals. The following are some facts regarding the determination of marketing strategies for online web portals: Valid for the promotion of the majority of its products through digital advertisements on Facebook, YouTube, and Instagram; it continues to use traditional methods of marketing even in the present day (television, newspapers, and radio); it offers information and market well within its apps by displaying pop-ups frequently; it strives to provide products that meet the requirements of individual

customers; it promotes the products to individual customers by personalizing the messages and sending them to their email or whatsapp; it offers a wide variety of products (groceries, medicines, essentials, and so on), and it delivers its products to even the most remote areas of India; and it does all of these things. Amazon Marketing methods also take into consideration an independent variable for the amount of work experience an employee has. The customer's work experience can run anywhere from 0 to 5 years, 6 to 10 years, 11 to 15 years, 15 to 20 years, and 21 to 25 years within this context. It indicates that there is a connection between the response variable that was stated, which was Amazon marketing methods, and the independent variable that was experience in the workplace. Work experience and Amazon marketing methods are therefore accepted, which means that the null hypothesis is accepted.

### Discussion

This study highlights the importance of online marketing methods and how they affect customers' purchasing behavior towards eighteen different types of web portals. This includes things like research and decision-making processes, marketing tactics used by Amazon, customer perceptions of Amazon, marketing tactics used by Flipkart, and customer opinions of Flipkart. With respect to decision-making, marketing, consumer perceptions of web portals, and social media techniques, these claims highlight the Internet marketing tactics and their influence on customers' purchasing behavior towards chosen online web portals. As far as the respondents' perceptions of online web portals are concerned, these claims represent the following: research and decision making; marketing methods of Amazon; customer perceptions of Amazon; marketing strategies of Flipkart; and customer views of Flipkart. Therefore, this group of people is referred to as "Brand recognition" by the researcher. This subset of respondents is thus called the "Brand recognition factor" by the researcher. Using the brand recognition factor, responders may swiftly gain insight into customer perception and its impact on the performance of a few chosen web portals. Things like Brand Quality, Perceived Ease of Use of Web Portals, Price, and Perceived Value are important considerations while purchasing online. All of the responsibilities related to the customer's view of web portals—Believe, Service, and Insights—were the primary emphasis of the previous statement. So, the researcher decided to call it the "colophon Factor." Colophon Factor helps customers understand the performance of different web portals so they can make an informed decision. The aspects such as reliability, customer service, and feedback from customers about Meesho. All of the responsibilities related to the customer's view of web portals—Believe, Service, and Insights—were the primary emphasis of the previous statement. Because of this, the researcher dubbed it the "Brand Reliability Factor." Brand Reliability Factor helps customers understand how certain online portals have performed and allows them to make an informed decision. The elements that influence online shopping, such as Meesho's advertising methods and driven factors. The marketing tactics and variables for online purchases on web portals were the primary foci of the previous statement. The investigator therefore settled on the name "Customer Influence Factor." Customer Influence Factor helps customers understand how certain online portals perform, so they may make informed decisions. Customer awareness, trust, and customization are important aspects. The investigator therefore settled on the name "Customer Influence Factor." Customer perceptions of web portals, including awareness, belief, customization, and numerous duties, were the primary foci of the above statement. Thus, the researcher's working name for the concept became

"Product Credibility Factor." The Product Credibility Factor gives the buyer an accurate picture of how certain online portals have performed, so they may make an informed decision. Consumers' awareness, preference, trust, ease of use, customization, advertising strategies, perception, decision making, driven factors for purchasing online through web portals, and brand quality are all positively impacted by Internet marketing strategies, which in turn are influenced by the following factors: brand reliability, customer influence, product credibility, colophon, brand recognition, and customer influence.

## CONCLUSION

Analysis of a descriptive kind is carried out. consumer awareness and familiarity with various perceptions, as well as how these perceptions differ from marketing methods utilized by online web portals, are levels of consumer awareness and familiarity. There is a correlation between the perception and the demographic parameters linked with the respondents. In light of the findings of the analysis, respondents who were between the ages of 21 and 30 were the ones who had a higher level of customer awareness towards online web portals. Following that, respondents who were between the ages of 31 and 40 had the next highest level of customer awareness, and those who were 60 and older had the lowest level of customer awareness. The reason for this is that respondents of adult age and middle age showed a great deal of interest in e-commerce portals for purchasing, as they have a strong desire to shop in online web portals. Based on the findings of the investigation, it was discovered that men had a greater knowledge of online web portals in comparison to the female category. This is due to the fact that males had a greater number of options to choose from when it comes to picking web portals for the purpose of making purchases online through portals. The findings of the study indicate that respondents who were not married had a greater awareness of e-commerce portals in comparison to respondents who were married. This is due to the fact that unmarried respondents had a greater number of options and preferences when it came to picking portals for purchasing. It is clear from the analysis that Graduate Students are the ones who have a greater awareness of online web portals because they are students themselves. That is followed by Postgraduate Students, who also had an equal level of customer awareness. On the other hand, the SSC category had a lower level of awareness because their preference for online web portals themselves is very negligible. There is no clear connection between the respondents' level of education and their level of job experience or their level of consumer knowledge about e-commerce sites. As a result of the fact that portals are chosen according to the status of the profession, there is a positive and high level of relevance between consumer awareness and professional standing.

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