THE EFFECTIVENESS OF CONSUMER FULFILLMENT IN DIGITAL MARKETING ON DURING THE PANDEMIC PERIOD IN TELANGANA

K Vijaya Sekhar Reddy[1], Dr. D Jagadeesan[2], Dr. Thavva Vara Lakshmi[3]

[1] Research Scholar, Ph. D (Part time - External), Department of Business Administration, Annamalai University, India &
Assistant Professor, Department of School of Management and Science, Malla Reddy University, Hyderabad, Hyderabad, India
[2] Research Supervisor, Assistant Professor, Department of Business Administration, Arignar Anna Government Arts College, Attur, Salem, India
[3] Research Co-Guide, Associate Professor and Head MBA, Department of Master of Business Administration, Institute of Aeronautical Engineering, Hyderabad, India
Email: [1] vijayjosh.80@gmail.com, [2] jagadees1976@gmail.com, [3] mvaralu2011@gmail.com

Abstract

The intention of the present take a look at is to carry collectively the effects of numerous research and publications inside the subject of retail and patron conduct and to demonstrate their influencing elements via an in-depth evaluation of the applicable literature to be able to recognize the dynamics of retail conducting of customers in comparison to offline purchases. Before, at some point of and after the Covid-19 epidemic. For this motive, empirical research on the web and offline buying conduct of customers were tested. A term seek limited to a specific date and specific on line databases became used for the literature research. Only peer-reviewed articles in English-language journals might be taken into consideration for review. After a complete literature search, 70 relevant articles had been identified. Factors influencing buy intentions of on-line and offline purchasers earlier than, all through and after the Covid-19 outbreak had been ranked based on their similarity and styles. The literature become damaged down into many components that influence purchaser shopping behavior, after which the studies framework became designed based at the content analysis of various scientific courses. The study presents a conceptual framework for inspecting elements influencing on-line and offline buying behavior. The drawback of this examine is that it's miles a conceptual examine without a real proof for the elements&039; Connection. The variety of articles observed is constrained because of the terminology search approach used. In the virtual age, a consumer can have interaction with a retailer's digital storefront to buy services or products on line. With one click, the consumer can name up records about products and services. Today, customers are just a click on away from evaluating competitor products and capabilities. The impact of digital advertising on purchaser behavior can be visible all over the global. This observe is an try and understand the impact on customer conduct , mainly inside the process of patron buying behavior by means of thinking about

7934

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

two regions of virtual marketing viz. Volume. Online banner commercials and digital phrase of mouth (D-WOM) within the shape of user-generated product rankings and opinions. The have a look at used a combined research approach, i. H. Qualitative and quantitative research, wherein 20 participants had been substantially interviewed in the qualitative observe with a view to attain precise facts. In the quantitative examine, a survey became performed with 800 randomly decided on samples after respondents' eligibility changed into confirmed. Digital advertising has been shown to have a primary effect on consumer behavior, specially in certain cities.

Keywords: *Digital Marketing, Pandemic Period, Telangana*

1. Introduction

1.1 Digital Marketing - An Introduction

E-commerce started in the Seventies whilst the business enterprise tried to cognizance on e-trade businesses. Digital advertising also started out within the 1970's whilst e-commerce made its way into the global. The need of e-commerce has been met through various governments round the world to improve consumer interplay and empower the purchaser base the usage of generation i.e. To boom data era in diverse enterprise elements including statistics alternate, business tactics, and many others.

The introduction of the Internet has converted the manner enterprise strategies are carried out, primarily through the adoption of generation through businesses that provide a bigger purchaser base. The Internet helps expand effective communiqué strategies, leading to the improvement of conversation channels, and also facilitates build a various supply chain mechanism, facilitating the smooth distribution of products and offerings. The net has had a wonderful effect on the global surroundings and many corporations have modified the world and are at the leading edge including Amazon which become based in 1994 and these days we are witnessing the impact of Amazon on the worldwide economy.

Digital advertising as a concrete idea only began to be identified within the 1990s, while essential international locations round the arena liberalized their economies, paving the way for the advent of overseas capital and technology that had been largely based on using the Internet.

Digital marketing is defined by using the Digital Marketing Institute as: Digital advertising is the exercise of digital networking to sell or market a products or services to agencies and customers.

Through virtual advertising and marketing, a commercial enterprise gains broader access to customers, can attain them and convert them into income because greater people recognize extra, are interested in understanding the product, and as soon as the purpose is ready, sales are possibly to increase. The goal is to promote interactive marketplace techniques that use virtual technologies instead of the net. It helps sell manufacturers by means of strengthening product image, building right range in initiatives that target preferred audiences through the Internet, and continuing the use of conventional TV, cell or radio.

7935

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

1.2 Digital Marketing and E-commerce:

E-commerce is a platform where we buy and sell goods on an online platform, using technology, especially the Internet. Digital marketing is the platform on which we advertise goods and services online, particularly via the Internet. It describes the use of different techniques and strategies that should be followed or encouraged to promote services or products digitally. The Internet is an important area of digital advertising and digital marketing, and even an important area for an e-commerce company.

We are currently seeing significant use of the internet in everyday sports and through constant innovation we are witnessing the transformation of the global economic system into a digital economy. Access to virtual devices and gadgets has now become easier and the way society communicates has undergone a dynamic change that was highly unusual in the early 90's or late 90's. It is changing in unexpected ways and many companies are specializing in building their own distinctiveness and using the internet as their primary vehicle to sell their products and services, particularly because of the accessibility it offers via the internet.

Digital Marketing empowers groups to understand how to use generation effectively to improve their digital advertising efforts and help interactive customers increase their sales and reach their preferred goal: business. Many companies are now faced with the project of expanding their logo and brand awareness to be more efficient, compete in an aggressive market and try to lead their customers.

1.3 Online/ Internet Marketing, E-Marketing and Digital Marketing:

Online Marketing – This is a market primarily focused on internet marketing and requires a basic internet connection for online marketing to work. E-marketing: Can be described as the equivalent of digital marketing. Many companies follow the concept of e-marketing. In addition to Internet marketing, this also includes the use of computers, the development of websites and the storage and access to files. It also has a platform for storing relevant and general information about

Customers, such as: B. their contact details, as well as information management systems.

Digital Marketing - The Institute of Digital Marketing has defined digital marketing as - the use of digital channels to advertise or sell products and services to consumers and businesses.

1.4 Statistics of the internet users in India

**Source:** Internet Live Stats (www.InternetLiveStats.com)

Table 1.4: Statistics of the internet users in India

Digital marketing has led to the emergence of a new sales channel that has led to an increase in online transactions via digital media and tools, as well as online transactions. It has become a desirable way of conducting transactions due to its transparent schedules and even cost savings. Nowadays, the customer no longer needs to go out, waste time shopping or buying a product. Nowadays the customer can be practically anywhere in the market, buy

products or services online and get the required service from the company. Digital marketing has opened up great development opportunities for the company as it has gained a large audience for its products, which leads to increased sales.

Internet User = individual who can access the Internet at home, via any device type and connection.

S No.	Year	Internet Users
1	2023*	6,575,944,775
2	2022	6,507,445,350
3	2021	6,164,948,227
4	2020	6,130,698,514
5	2019	5,651,202,541
6	2018	5,137,456,856
7	2017	4,109,965,484
8	2016	3,424,971,237
9	2015	3,185,996,155
10	2014	2,956,385,569
11	2013	2,728,428,107
12	2012	2,494,736,248
13	2011	2,231,957,359
14	2010	2,023,202,974
15	2009	1,766,403,814
16	2008	1,575,067,520
17	2007	1,373,226,988
18	2006	1,162,916,818
19	2005	1,030,101,289
20	2004	913,327,771
21	2003	781,435,983
22	2002	665,065,014
23	2001	502,292,245
24	2000	414,794,957

1.5 Need for study

7937

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944
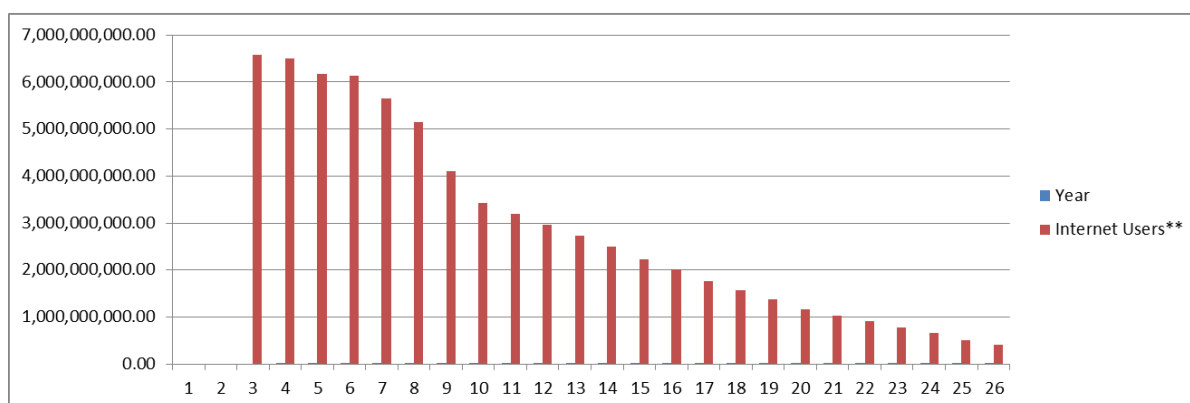
The goal of this test is to examine the existing scenario via the lens of advertising virtual technology. The predicament that marketers and consumers confront nowadays when running digital advertising campaigns that help analyze consumer behavior makes it extremely difficult for individuals to postpone copying in order to sell their products successfully and achieve their business goals. Because digital advertising provides variety and allows consumers to select the items and services they desire, it is critical for businesses and marketers to provide brands that attract customers and enable them to generate and purchase their products. This will define the features of your product and service provider so that they can use their products and explain to customers why they need to know why they should buy from you, as well as enable them to choose to use your services.

Digital marketing, technology before advertising as a concept, has evolved from a digital marketing idea to a genuine notion that is not specified in contemporary technology, therefore it may be classified as the period before the virtual and "digital marketing" generation. While the pre-virtual age was concerned with little virtual events, the post-virtual era was concerned with generating all types of digital employment for companies. While user behavior as a strategy has declined dramatically in the digital age, user behavior as a tactic has increased significantly. Marketing for businesses.

1.6 Hypotheses of the study

- There is not any distinction or connection among the gender schedule and on line advertising or bulletin boards.
- There is not any direct hyperlink or connection between gender and the impact of online advertising and marketing or forums.

1.7 Scope of the Study

- The look at gives a complete expertise of the scale of digital advertising and the effect of net banners and (virtual) word of mouth, ie man or woman marketing on a private stage inside the shape of blogging or social media marketing, in which it is able to be used to generate reviews and share our specs, thereby in a roundabout way contributing to the improvement and enhancement of a product or service, with a focus at the country of Telangana. The examine will help analyze modern advertising and marketing techniques, suppose over them and cause them to beneficial within the present day state of affairs and helpful for one's commercial enterprise improvement. This examine allows to apprehend the client conduct that has been commonplace in the adoption of digital advertising and the adjustments that have been found in customer behavior in the modern state of affairs. The following have a look at will assist you recognize the difference between conventional advertising techniques and the impact of virtual marketing.

1.8 Limitations of the Study

- The take a look at simplest specializes in the 2 dimensions of virtual advertising, namely on-line advertising and marketing and phrase of mouth, that are best subjects of virtual advertising, but does not look at all dimensions of digital advertising.

7938

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

- The take a look at then focused on the unique reference to the country of Telangana and covered tests of a nation wherein it'll be hard to determine the changes in client conduct that are going on in different states because patron conduct in other states may be unique.

- Consumer behavior is a huge-ranging trouble, consequently the examine tested the shopping conduct and behaviors of customers when shopping and selecting a product or service.

- The pattern size became small because many respondents had been difficult to reach and respondents were reluctant to finish the questionnaire.

2. Literature Review

This is an essential a part of the studies process, in which the principle styles of literature have been reviewed. It has regularly been stated that no work can be meaningfully conceived and soundly ate up without a meaningful evaluation of what exists when it comes to it at the time. It is an exam of the already diagnosed notions applicable to the place, permitting us to understand explicitly that what has already illuminated the vicinity and what stays of it is shrouded in darkness. Once we have come right here to acknowledge what we have already explored and what we have missed, we will move forward in a logical and functional way. There is very little direct studies at the problem. In reality, there has no longer but been any well-based study in this challenge.

2.1: Literature Review on Shopping Environment (Traditional vs Digital)

Several beyond research open the distinction of purchasing within side the conventional purchasing channel and virtual advertising and marketing channels. Lusch and Lusch (1987) recommend that within side the conventional purchasing environment, there are four precise functions of offerings, which makes a awesome among offerings from items. These traits in widespread can summarize as intangibility, inseparability, heterogeneity and perish ability. However, with the aid of using purpose of the lacks of social and product presence within side the Digital advertising and marketing environment (Jahng, Jain and Ramamurthy, 2000), says that customers possibly may also have awesome perceptions approximately the variations amongst items and offerings within side the Digital advertising and marketing, paralleled with the state of affairs with inside the conventional purchasing environment. Therefore, the size of variations among offerings and items wishes to re- tested with inside the context of Digital advertising and marketing.

2.2: Literature Review on Online Consumer Behaviour

Anastasi (1982) has studied on? The Role of Cultural values on line enterprise: An empirical have a look at? The have a look at say that because the importance of on line agencies are enhancing, cultural variations consequently need to take into consideration hence in on line enterprise. With the difficulty of cultural variety represented that cultural variations can also additionally impact the purchaser behaviour, and the customers from not like cultural backgrounds can also additionally verify and understand the same circumstance in a one of a kind manner for on line purchasing.

7939

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

Sheth (1983) additionally advocated that whilst purchasing, the customers have types of reasons which are purposeful and non-purposeful. The purposeful reasons are commonly subject approximately the purchasing vicinity, time and patron's desires and wants, that would be just like the one-prevent purchasing to shop time, the encircling of purchasing vicinity for example loose parking, lesser value of products and provided to select from the notably kind of merchandise. The non-purposeful reasons are greater talk approximately with cultural or social values, for example the logo call of the store/ merchandise.

2.3 Literature Review on Digital Marketing

Royle & Laing (2014) virtual advertising include 5 levers; Attract, Engage, Retain, Learn and Relate. Attract element is associated with obtaining and directing clients to internet site or website that promoting are done. Reminding brand, list in seek engine, good enough bandwidth, promotions, piggyback advertising, associate program, banner advertisements are the maximum use gear with inside the virtual advertising. Engage element is associated with customer's hobby and participations engagement to attain an interplay or transaction, informative and beneficial content, transaction skills and precise content, innovative programming, success draws/contest, growing digital communities, multilingual websites, forums /dialogue businesses are the maximum used device on this a part of virtual advertising. Retain element is associated with making contemporary clients dependable to organisation or brand. Dynamic content, speedy facts loading time, safety features, privateness statement, links to associated sites, loyalty program, growing switching value thru communities, imparting on line order monitoring, interactive utilities are the maximum used device on this a part of virtual advertising. Learn element is associated with understanding and figuring out the clients' behaviour to attain targets. Information capture, website monitoring devices, comments thru on line surveys, comments thru open-ended survey forms, gathering facts approximately the brand new potential clients, cookies, growing digital consciousness businesses, helping chart businesses are the maximum used device on this a part of virtual advertising. Relate element is associated with making use of the getting to know from the preceding section to represent fee chain. Personalized verbal exchange approximately product/service, custom designed product/service, email to replace new products, custom designed webpages, actual time interactions are the maximum used device on this a part of virtual advertising. In virtual advertising, advertising channels are drastically vital so one can execute the techniques correctly and effectively. As it already said that this examine focuses simplest on the 2 regions or channels of virtual advertising with inside the angle of client behaviour i.e. on line advert banners and virtual phrase of mouth (D-WOM) with inside the shape of person generated product critiques and ratings, the subsequent are the contemporary research at the applicable regions.

2.4 Literature Review on Word Of Mouth (WOM)

Word of mouth is described because the face-to-face verbal exchange amongst human beings that permits them to verbal exchange in an impartial manner regarding services or products in a platform believed to be non-associated with an organization. The following are the literature at the conventional phrase of mouth (WOM) Dichter (1966) have carried out the

7940

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

look at on phrase of mouth and acknowledges the subsequent reasons Product-involvement; a patron feels so intensely approximately the product that a density constructs in looking to perform a little diploma approximately it; citing the product to others diminishes the stiffness due to the intake experience, Self-involvement; the product works as a way via which the speaker can pleasure sure emotional needs, Other-involvement; phrase-of-mouth interest talk out the want to stretch something to the receiver, Message-involvement; refers to communication that is inspired through advertisements, commercials, or public relations.

James F. Engel, Robert J. Kegerreis and Roger D. Blackwell (1969) have carried out the look at on the subject Word-of-Mouth Communication through Innovator. The look at says that it's miles often claimed that "your exceptional salesman is a happy patron." Hence, the primary consumer or innovator of a brand new services or products may be a decent asset to a firm. Do innovators in reality speak their reviews to others? If so, why? These and different questions are problem of this document of the verbal exchange reviews of first customers of an automobile diagnostic service.

2.5 WOM in Form of Product Review

Hennig Thurau and Walsh (2003) located that higher and quicker buying selection making turned into the motive for studying client articulations approximately merchandise published on line. The reasons for touring client opinion structures have been (p.63): reaching buying-associated records, social orientation thru records, network membership, and remuneration, to discover ways to eat a product.

Hennig-Thurau et al (2004) located that purchasers are prompted to take part withinside the change of digital phrase of mouth due to: a preference for social interaction, financial incentives, issues for different purchasers, and an enhancement of self-worth. Based at the WOM behaviour, they described 4 particular classes inside their pattern. All 4 kinds confirmed issues for different clients as a motivation for replacing WOM records, however in addition versions happened in different elements of the client dynamic. The first institution turned into named 'self-involved helpers' due to their desire for financial incentives as a stable reason. The 2nd institution turned into called 'multiple-reason purchasers', who have been stirred similarly with the aid of using all 4 reasons. For the 0.33 institution a number one reason turned into the priority for others, so have been as a consequence named 'client advocates'. The remaining phase turned into cited as 'real altruists', and their participation turned into strongly pushed with the aid of using a want to assist others, each clients and companies. True altruists and client advocates have been the least lively in respects to the range of contributions made to opinion structures and in touring them. Jakob Nielsen (2006) got here to the realization that contributors do not similarly make a contribution in phrases of content material introduction or activities. He proposed the guideline of thumb of 'ninety-9-1' or 'participation inequality', explaining that ninety% of customers are passive observers or 'lurkers', at the same time as 9% make a contribution every now and then and to a totally restricted volume, and a trifling 1 consistent with cent are very lively and account for ninety% of the content material. Blogs, consistent with Nielsen, have a fair decrease ratio of 95-5-0.1; Amazon.com has much less that 1 consistent with cent lively participants and Wikipedia's contribution charge is 99.8-0.2-0.003 WOMMA (2006) Word of Mouth

7941

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

Marketing Association has described the Influencer advertising and marketing because the method of spotting key groups and opinion leaders and tasty them to factor out merchandise and offerings. Companies cost this sort of impact because it stems from their purchaser base; purchasers respect recommendation and help mainly whilst thinking about a buy furnished that it's far affordable however now no longer remunerated activity. The constituent of accept as true with is wanted in each business-to- client and client-to-client records change, as each events might also additionally impact customers through WOM with extra or much less success, because it can be researched here.

2.6 D-WOM

The literature and reviews that explains why consumer makes use of virtual phrase of mouth (DWOM) with inside the shape of consumer generated product critiques and rankings, that are appealing to purchasers, particularly when you consider that they offer extra statistics to advertising generated product portrayals (Miles, 2002; ComScore, 2007; Ryan and Jones, 2009; Jansson-Boyd, 2010; Edelman, 2010; Nielsen, 2010). Conversely, it became precious to find out how purchasers use the virtual phrase of mouth (D-WOM) with inside the shape of product critiques and rankings on web sites for the duration of their on-line searches and what are purchasers' stage of engagement with the content. Further research of purchasers' motivation to interact, put up an opinion or price a product carried out with a view to higher apprehend purchaser behaviour.

3. Research Methodology

Research does not mean only of gathering already available information or facts and performing various analysis and update the knowledge of the aspect for which the research is being conducted. It should also lead to the discovery of new facts which is derived from the dynamic changes that happen in the society. It provides the prelimnary point for choosing and approach made of theories, data, concept and definition of topic. (Hart, 1998). Methodology can be defined as the various types of methods and also provides the rules to conduct various data collection activities as well as rules for analyzing them as well.

3.1 Research Method

The following chapter will help us to understand the research methods and the research design which was used in this study. The study involves the use of both quantitative and qualitative methods of research or it can also be termed as a mixed research method. Mixed research method is a concept which gather the relevant facts and performs analysis and uses the data of both qualitative (which is non-numerical in nature) and quantitative data (which is numeric in nature) and the analysis is conducted simultaneously by the use of both the data available. Qualitative data helps us in better understanding of the problem and helps in defining a problem. Quantitative part of the research methodology process utilizes interpretative phenomenological analysis which is an approach that helps us - with a rich source of ideas about how to examine and comprehend live experiences (Smith at al, 2009, p.11).

3.2 Research Design

Research Design can be termed as a basic structure or a blueprint of how the research for the study will be carried out. It gives out the process that will be required to be followed for deriving the data or information which will further help us in solving problems for the study. The following study has been conducted on Interpretating the methodology used for this study – which involves studying a particular social concept. The research design is based on two methods of which is one is based on qualitative methods and the data was collected by conducting depth interviews and the other method is the quantitative methods for which the data was conducted by conducting surveys and the surveys was carried by a list of questionnaires. It is the qualitative method which is helpful in structuring and designing the questionnaires.

4. Conclusion

The assessment was additionally carried out to contain enormous feedback from certified respondents (online customers) and to pressure both subjective and quantitative checks to apprehend how the computing device presentation is affecting their behavior. As stated in the preceding sections, most effective two areas of superior submissions were decided on in this review, along with DWOM (Advanced Informal and Online Promotion) flags inside the customer-created article evaluate tree and rankings. Advanced tools that allow dynamic interplay at some stage in your purchases.

This reflects most of the answers accepting that a client can turn out to be a sufferer of attractive on-line banner commercials by using shopping for nonsense. Additionally, it has been speculated that Internet marketing requirements replicate unaccepted moral values and practices.

In addition, one of the respondents inside the Match system stated and take delivery of that on-line promotions are displaying greater women inappropriately, consequently attracting the online consumer's interest. This has drawn interest to promotional flags as we've identified that interest from on line clients is plenty higher at a younger age in place of extra mounted section which blessings the advertiser phase in relation to showcasing their pitching practices. After a huge conversation in the space of computerized showcasing and its effect on the purchaser conduct the review has featured a portion of the accompanying ideas.

To the extent online advertisement standards and its effect on the purchaser conduct is concern, coming up next are the couple of ideas; The advertisers ought to be quite certain and exact in their methodologies. The advertisers ought to go for the bigger size of an internet based promotion flag which commands the notice effectively which empower the crowd in a bouncing circumstance where purchaser couldn't disregard it without any problem. However, at same time, the more modest size of advertisement pennant is likewise reasonable enough to rehearse, interestingly, it has a less potential possibilities of standing out enough to be noticed from the crowd. Nonetheless, the advertisers ought to be extremely cautious and shrewd enough with regards to the appearance part of flag in the limits of sites as it plays a urgent job in its viability, however it is little in size.

What's more, likewise the organization ought not cover the entire site page with loaded with advertisement pennants as that prompts obliviousness from the customers end.

7943

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944

References

1. Aaker, D.A. (1991), Managing Brand Equity, The Free Press, New York, NY.
2. Abbruzzese, J., Ingram, D., & Click, S. (2020). The coronavirus pandemic drove life online. It may never
3. Jamwal, A., Bhatnagar, S., & Sharma, P. (2020). Coronavirus Disease 2019 (COVID19): Current Literature and Status in India.
4. K Lakshmi Revathi, Sreekanth Yerramilli, K. Vijaya Sekhar Reddy, "Marketing Strategies of Indian Automobiles Companies: a Case Study on Automobile Industry", International Journal of Mechanical Engineering and Technology (IJMET), Volume 8, Issue 8, August 2017, pp. 86–93 (ISSN Print: 0976-6340 and ISSN Online: 0976-6359).
5. K. Spandana Reddy, Viaya Sekhar Reddy, and I. Shireesha, "Customer Satisfaction of Defensive Marketing Strategy by Management," International Journal of Advanced Trends in Computer Science and Engineering, Vol. 5 , No. 1, pp. 56 -59, 2016. (ISSN 2278-3091, Google Scholar Indexed)
6. K. Vijaya Sekhar Reddy, Dr. D Jagadeesan, and Dr. Thavva Vara Lakshmi, "The Impact of Digital Marketing on Customer Satisfaction during the Covid-19 in Telangana," Journal for Specialusis Ugdymas / Special Education, pp. 1657-1675, VOL. 1 NO. 43 (2022)
7. K. Vijaya Sekhar Reddy, Dr. D Jagadeesan, and Dr. Thavva Vara Lakshmi, "The Effect of Customer Satisfaction in Digital Marketing on During the Pandemic Period In Telangana State," Journal for Specialusis Ugdymas / Special Education, pp. 1676-1687, VOL. 1 NO. 43 (2022)
8. K. Vijaya Sekhar Reddy, Roopalatha, and P Bindu Madhavi, "Pleasure of Client Aggressive Marketing Policy by Management," Journal for Advanced Research in Commerce and Management Studies, pp. 48 – 53, 2016. E-ISSN: 2394-837X
9. Kotler, P. and G. Zaltman (1971). 'Societal Marketing: An Approach to Planning Social Change', Journal of Marketing, 35, 3, 3-12.
10. Kotler, P., G. Armstrong, L. C. Harris and H. He (2019). Principles of Marketing, (European Edition), London, Prentice Hall.
11. Upasan Kanchan (2015). A study of online purchase behavior of Consumers in India, ICTACT Journal of management Studies, Vol.01, Issue.03
12. Vijayasarathy, L.R. (2002), "Product characteristics and internet shopping intentions", International Research: Electronic Networking Applications and Policy, Vol. 12 No. 5, pp. 411-426.
13. Wang, Y.D. and Emurian, H.H. (2005), "An overview of online trust: concepts, elements, and implications", Computers in Human Behavior, Vol. 21 No. 1, pp. 105-125

7944

Eur. Chem. Bull. 2023, 12(Special Issue 6), 7934 - 7944