SUGGESTIONS

Now-a-days, Market of Gujarat is observing a paradigm changes into buying as well as selling products at several levels. People of Gujarat are changing their attitudes for preferring & purchasing options. Whatever was could not be future. This is becoming orthodox breaking environment in the revolutionary era of Information. Some of the rapid changes are expectable in local society of Gujarat. People are become Internet savvy in their routines. Based on my research findings I would like to suggest some of vital matters regarding such dramatic changes into society. Now much of the youngsters are contributing in bringing noticeable purchasing behavior. They are more prone to use online applications than regular ones. Male candidates are dominating more than female in the preference of online usages. One of the interesting facts is that people coming from villages and living in cities are prone to use online options. Those who are having practical working knowledge are more qualified to judge the benefits of Digitalization in routines. Online market behavior is getting more accelerated by post graduation than any other qualifications.

Moreover, most of people who belong to middle class & upper middle class are more liable to indicate progressiveness of online purchasing chronicles. With respect to nature of earnings, service class is making online system tangible. Some of the demographic factors like Gender, Age, Qualification, Residential, Experience, and Income of Gujarati are qualifiers for an online purchasing mode. Here, Age and Gender are the major factors to prefer and to decide the particular type of marketing activity. Age is also affects eMarketing transaction security aspect in deciding usage rate of online facilities to purchase products. Such of the demographic variable are more suitable to understand the digital market environment.

Marketers should focus on such of demographic variables to measure an impact of them on eMarketing services among the customers of Gujarat. Traditional buying preferences as well as e-buying preferences are more or less but will not remain the same. By considering increased growth of education among the people e-buying option can overtake traditional ones. No doubt physical format of catalog to refer the price list is common but day-by-day online catalog is preferred more. Marketers should respond quickly in providing digital services in terms of providing e-catalog, online purchase ordering, online grievance handlings, online payment, and
online status services to retain customers. Online transaction security, personal privacy, convenience, price transparency, accessibility, time saving, trust etc are several factors doesn’t remain same all together but cannot be ignored their influencing agility to decide the digital market growth and significantly could affect the eMarketing behavior. Over here, selected demographic variables could be considered as prime deciders in judging online shopping. With respect to all of these discussions, marketers need to know about how to convert consumer’s requirements into digital services to improvise online purchase behavior of customers.
ANNEXURE

QUESTIONNAIRE
(Digital Market Behavior)

PART I

1. Name: ____________________________________________

2. Contact number: + 91 - ________________

3. Age: 1) <25  2) 25 to 35  3) >35 to 45  4)>45

4. Gender: Male/Female

5. In what particular region of the Gujarat do you live?

   1) Urban  2) Semi urban  3) Rural

6. Qualification:

   1) Graduation  2) Post graduation
   3) Ph.D.  4) Other. (Please specify): ________

7. Occupation:

   1) Service  2) Professional  3) Manufacturer  4) Trader
   5) Other (Please specify): ____________

8. Work experience (in years):

   1) 0 to 1  2) >1 to 2  3) >2 to 3  4) > 3 to 4  5) >4

9. Monthly income:

   1) < 10,000  2) 10,000 - 20,000  3) 20,000 - 30,000  4) >30,000
Part II

10. Do you use an internet? Yes/No

11. Do you have an internet connection? Yes/No

12. Where do you access to the internet frequently? (Please select the most appropriate)
   1) Home                      2) Office
   3) Internet café         4) Other. (Please specify): ____________

13. How many hours per week do you spend online excluding email facility?
   1) More than 20 hours        2) 16 to 20 hours
   3) 11 to 15 hours                 4) 6 to 10 hours
   5) 1 to 5 hours                     6) less than 1 hour

14. How long have you been using internet services?
   1) More than 10 years       2) 6 to 10 years
   3) 4 to 6 years                    4) 1 to 4 years
   5) Less than 1 year

15. What type of internet connection do you use at home?
   1) Cable modem     2) ADSL (broadband)   3) Dial-up
   4) Other. (Please specify): ____________ 5) Not sure

16. Which is the medium for an internet connection?
   1) Wired                        2) Wireless            3) Both

17. Which is your main ISP?
   1) BSNL                        2) Reliance             3) Tata
   4) Airtel                          5) Vodafone          6) Sify
   7) Other. (Please specify): ____________
18. How is your experience with existing ISP? (Just tick mark)

<table>
<thead>
<tr>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Cannot say</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
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</thead>
</table>

19. How is your experience with previous ISP? (Just tick mark)

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<tr>
<th>Very Dissatisfied</th>
<th>Dissatisfied</th>
<th>Cannot say</th>
<th>Satisfied</th>
<th>Very Satisfied</th>
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</thead>
</table>

20. Are you planning to switch over the ISP? Yes/No

21. Give priorities (rank) for selecting the particular ISP.

1) Scheme____  2) Speed____  3) Price____
4) Coverage (connectivity)____  5) Services____

22. Which is the most preferred web browser according to you?

1) IE  2) Netscapte  3) Google Chrome
4) Firefox Mozilla  5) Other. (Please specify): ____________

23. Which is the most preferred free email service provider?

1) Yahoo  2) Gmail  3) Hotmail
4) Rediff  5) Other. (Please specify): ____________

24. Give priorities (ranks) for usages of internet:

1) Emails  2) News  3) Purchase
4) Stock market  5) Songs/Video  6) Games
7) Movie  8) Other(s). (Please specify): ____________

25. Have you ever surfed any website with purchase intention? Yes/No

26. Do you think it is important for street retailers to have an online shopping facility?

1) Yes  2) No  3) I don't care
27. Do you purchase online? Yes/No

28. How often you buy through online on average?
   1) Once a month   2) Once every 4-6 months
   3) Once a year    4) Not Sure

29. Do you trust online shopping? Yes/No

30. What the following service will you use to settle the payment for online shopping?
   1) Credit/debit card
   2) Bank transfer
   3) Other. (please specify): ____________

31. How much important to purchase through online? (Just tick mark)

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<tr>
<th>Not Important</th>
<th>Slightly Important</th>
<th>Neither Important</th>
<th>Fairly Important</th>
<th>Extremely Important</th>
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</thead>
</table>

32. Which is the preferred mode of purchasing?
   1) In person    2) Online

33. Which is the preferred mode of banking?
   1) In person    2) Internet Banking    3) Mobile Banking
34. Whether the following factors influencing online shopping decision? (Just tick mark)

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<th>Slightly Disagree</th>
<th>Neither</th>
<th>Slightly Agree</th>
<th>Strongly Agree</th>
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<tbody>
<tr>
<td>Transaction Security</td>
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<td>Personal Privacy and Security</td>
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<td>Product Price and Quality</td>
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<td>After – Sales Service</td>
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<td>Convenience and Save Time</td>
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<td>Each and every one Time</td>
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<td>Shopping Accessibility</td>
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<td>Endorsement and promotion and Advertisement</td>
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<td>Shorter Delivery Period</td>
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<td>Ease of Product Price and Quality Contrast</td>
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<td>Variety of Global Product</td>
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<td>Consumer’s Review Availability</td>
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<td>Website Make obtainable and provide Sufficient Product Information and Explanation</td>
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</tbody>
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THANKS FOR YOUR COOPERATION
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