

RISING IMPACT OF HINDI LANGUAGE ON INTERNET SITES

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Abstract:

This study aims to analyze the impact of the Hindi language over English Language across Internet in the digital age including Online-shopping, Social Media and networking, Keyword search, Voice Search. One such application Google assistant & smart device like Alexa are able to understand and responded to voice message in Hindi. This study helps to understand the importance of the various languages and their usage in the online space. When it comes to online shopping the language used for searching Products is very important for the buyer to place an order or purchase. Also on social media platforms we are witnessing increased use of Hindi language for advertising, tweeting and posting opinions.

Key Words: Regional Language, Voice Search, Social Media, Digital Marketing and Advertising.

I. Introduction

Globally, English language is used for communicating in the social media marketing. When it comes to specific countries, some countries use their own native language to spread the advertising about the product in the social media marketing industry. India has many languages and dialects. Indian Language content reaches its customers to a very great extent. Initially, in India, English language dominated the online marketing. English is mostly spoken in the metro cities like Bangalore, Chennai, Mumbai, Kolkata and Delhi. It is the recognized official language as well formal language used in the corporate world. Hindi is the official language of India; it is mostly spoken by the population of India while the rest of the population are comfortable in their own regional language from whichever state they belong. The regional language holds good for the general one person to person communication. Language is used as a medium to communicate in the digital marketing industry. The language has the power to talk and communicate to the consumers and take an upward graph in the sales as well when not communicated properly it will turn away the consumers from the product. Marketing and Advertising influence the consumer to purchase the product. The medium of communicating the information about the product is very essential for the consumer to trust and purchase the product and spread the goodness about the product through word-of-mouth. Though in advertising, the pictures and image can depict about the product but when the language used to communicate certain vital information like the brand and tag line about the product is very important. When the brand tries to go campaign in its own regional language it will have its own impact and reach of the product. Language is important when brand wants to international allies. Language should be a barrier to communicate their potential customers. This issue can be overcome with help of the professional translation agency. The product details, description, mode of payment and delivery details should be very clear, and it should be as an obstacle for selling that product online. The quality of the language should be good and easily understandable. If the brand or the business is promoting an offer, it should be clear and precise not vague that it cannot be understood. These should be very professionally handled, so that there is no misunderstanding by the customers. Currently nearly 400 million Indian have access to internet.

They use the internet for communicating with the friends and family, work watch videos, listen music, read e-books, e-newspaper and shopping online. Most of them transact and use online shopping but they use only once and do not use it again. There may be some hurdles that they have faced during the online shopping which stops them from making repeat purchase even though online shopping is convenient. The various reason why online shopper prefers to purchase online are the online shopper can shop and purchase anytime they wish and also, they have access to these apps from where ever they want. The online shoppers can compare the prices from all the available websites. Usually the online prices are much less and better than the brick and mortar shops. Online shopping saves times and energy as they need not travel from shop to shop to look and purchase the product, need not stand in long line to buy the product and can avoid crowds. Online shopping has much variety and selections, online shopping apps allows one to buy product from any part of the world right from the place they are located. The online shopping apps offers free shipping and delivery so when one purchases online, they save money.

II.ROLE OF REGIONAL LANGUAGES IN SOCIAL MEDIA

The leading brand has done several survey and study, regarding the rural audience and their regional language and the usage of the English Language. The rural population is not educated, and they do not have proper English knowledge, so the leading top brand has started to campaign and promote their product and advertising through regional language. The technology and smart phones did not have proper supporting infrastructure like translation software and data connection were expensive but currently the scenario has changed and it available and at low cost respectively. Therefore, it reaches every part of India including the rural areas because of the technological advancement, which intern helps in boosting the sale in the online shopping. When the gadget and the internet connection is easily available at fordable cost the consumer tend the purchase product online when they rely on the information given by the marketing company holds good. This helps in generating the revenue to the nation. The country grows in many different folds and ways to generate good economy when compared to the world. The brand or the product is promoted in the regional language it has the emotional connect to the consumers of that place and it will reach to greater extend. The social media applications are regionally developed, and it is promoted in order to reach the rural and interior places of the country. The online shopping applications are also developed into to increase the sales in these rural and interior parts of the country. There are research which says that because there is no vernacular content available in the internet, the potential online shoppers from these sectors are still untapped. When the content is available to these potential online shoppers which will enhance their trust and spread by word-of-mouth about the user-friendly online shopping applications. The online shopping application developers of the brand must also provide the customers support in the vernacular language, so that if there is any inconvenience or grievance, the online shopper will reach out to the customer care and get the issue sought. If the customer care or the customer support system is not in the native or the vernacular language it will be a hindrance for the online shoppers to get their issue sought. Apart from India, there are many Asian countries and European countries give more importance to their native language speakers than people who speak English. In these countries, there don't teach English and people who live there are Non-English language speakers. In these regions, if a brand must get into the market and sell the product, it is very necessary that it is that native language. When brand tries to reach internationally, it is very essential and important for the brand to have its website and online shopping apps in multilingual setting in order to cover a people of the different language. Amazon first tried this online language in US where it gave an option for Spanish language. It was successful in the US market. Then Amazon survey people in India with help of the market researchers came to conclusion

about the introduction about the Language change in the online shopping app. Initially it was Amazon which launched the shopping app in Hindi Language addressing nearly 100 million customers, then it was followed by the other online shopping apps like the Flip kart, Jabong and Pay tm. Amazon launched, its Hindi language shopping app on 4th September 2018 to extend their consumers beyond the metropolitan cities in India. Amazon was the first online shopping app to break the language barrier in the online shopping app in India. Snap Deal introduced local-language version app but it did not attract the customers and it got abandoned. Amazon is planning to launch in other south Indian languages for the people who are not in the Hindi speaking regions. The product description should be clearly mentioned with easy understanding words.

III. LITERATURE REVIEW

A research survey proved that social media activities which get maximum attention and return of the consumer when the content is in their regional or vernacular language. Nearly 45% of the online shopper consumes regional language; the reason behind this is because the smart phones and data plan are available at low and affordable cost in rural areas. A survey conducted by the Mind shift, reports that regional language websites are upcoming at a rate of 56% per annum and the English language website are growing at a rate of 11% per annum. A study by IMRB reports that approximately 10 million rural populations will choose to use internet, if regional or local vernacular language content is provided in the internet. The switch over from regional language will tend to boost the Indian Economy. A year – long study was conducted by the Common Sense Advisory (CSA), were the main idea of the study was to find out the impact of language that it has on its marketing techniques. The study revealed that when marketing is done in native language, online shoppers/consumers prefer it and it in turn they tend to purchase the product than when marketed in English Language. The study was conducted on the sample population representing the millennial within the age group of 18 – 36.

IV. OBJECTIVE

The objective of the study is to analyze the correlation between use of language and success factor impacting the scope of user interaction and networking and awareness of online application in Hindi Language and purchasing online using Hindi Language.

V. USE OF HINDI LANGUAGE

Online Shopping India is developing as an international hub of online business. The times of change finally arrived in India. The disposable incomes, technological advances, well networked communities contributed to new paradigm shift in shopping. The customer is aggressive and ready to explore. The marketer has to understand the complexity of an exponential surge in online shopping. Demographic profile of the online shopper is important, rather critical to understand. Today all the shopping websites have all the functions in English and when it is found that in India 75% are Hindi spoken, it is difficult for them to understand the key words and all the functions properly. Even most of them are sellers as well as consumers. This study has tried to examine the impact of Hindi usage in websites on customers' retention with reference to growth in economy and approachable by all the consumers in rural areas. It is however critical to see the forest beyond the woods. The interest generated is because there are over 100 million Indian consumers who buy online but sometimes they difficult in understanding English so this study has suggested to Indian online companies to display the translation. There should be an option for changing the languages. Now mostly Government websites have such language option. Convenience, scarcity of time, online comparisons have made Indian consumer buy books, apparels, cell phone, air and hotel bookings, electronic gadgets and music CD's, and many more products and services online.

Social Media Mixed culture Hindi language use over social media applications like whatsapp, facebook, twitter etc. We can find many post written in Hindi Language and also people are increasing using English fonts to convey their messages related to Hindi. Voice Assistant Google assistant alexa are designed to act upon the user query in English and Hindi language both.

VI. CONCLUSION

The way of social media communicates with its shoppers is changing in the current scenario and it goes on developing as the technology advances. The social media is concentrating mostly for the better sales through online shopping which mainly focuses on the languages used in their websites and online shopping application. Worldwide, various countries use their own regional language for the online shopping website as well the consumer prefer to buy the product in their own regional language. In India, it is still developing people use English Language while they online shopping than they chose or opt to use their regional or their own vernacular language. Many leading online shopping apps are coming up with better features in their online shopping apps so that online shoppers feel comfortable to shop. The online shopping apps have selected online panel members to get their feedback to improve the online shopping features and service better the online shoppers. The online shoppers mostly look out for their convenience, safety and privacy. The online shopper should be given comfort and proper guarantee that personal details and payment methods are all safe. The Online shopping apps time to time must promptly revert to the issue faced by the consumers and take time measures to avoid those issues in the near future. Any kind of hurdles faced by the online shoppers should be taken into account to develop remedies so that the online shoppers are satisfied with their current purchase and also spread positive word to their family, friends and colleagues. The after-sale feedback and service for the product must take proper measures. The after-sale service or the customer care number should have customer care executives who can communicate in the language that the online shopper can understand because if the product is have some issues or it has not been delivered or it is of correct quality, online shopper might not be satisfied about the purchase, so it necessary for the online shopping app to give the proper response for any query that the customer is requesting.

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