

## Digitalization in Marketing and Buyers Perception

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**Abstract:** *Changes in an economy greatly influences the buyers demand and buying behaviour. The latest change in Indian economy is digitalization of businesses. Digitalization today has not only changed the mode of exchange but also the medium of promotion of a products and services. The rapid growth rate of online retailing and online marketing has resulted in changed buying behaviour of Indian consumers. Besides various advantages, the major reason for the rapid growth are government's policies of developing infrastructure and allied services and advancement in Information Technology in India.*

*Online retailing focuses on selling goods and services by making use of internet. Online marketing is promoting products and services by making use of internet. It includes online advertising, advertisement displayed on YouTube, Facebook, E-mail, etc. For achieving success, companies are adopting online marketing style of advertisement because they see more spark in online marketing rather than traditional marketing. Both online marketing and online retailing have their own advantages because of which the buying decisions of consumers are getting influenced greatly. It has resulted in acceptance among the buyers for virtual modes of promotion and purchase in order to satisfy their purchase related needs.*

*The inculcation of digitalization in the field of marketing is the motivation behind this research paper. The paper will attempt to analyze the buyers perception towards online marketing and online retailing. The findings of the study are based on analyses of the primary data collected from a sample of 96 students from Jaipur city.*

**Key Words:** *Buying behaviour, Digitalization, e tailing and e marketing, Infrastructure & Allied Services, Information Technology, etc.*

### 1. INTRODUCTION

Evolution and rapid development in internet technologies today has resulted in emergence of new business models in every industrial sector of the digital Economy. Internet technologies today have transformed the entire economy and has resulted in evolution of digital market and digital marketing along with traditional market for exchange of goods and services.

Digital Marketing is defined as buying and selling of information, products and services via computer networks or internet. The terms E- Marketing, Internet marketing, Web marketing, Online marketing and Search engine marketing are frequently used to represent the concept of digital marketing. The use of internet for conduction of business has led to invention of online shopping or virtual market. The impact of internet technologies on retailing has been profound and as a result many businesses are changing the ways they use to sell their goods and services.

Digitalization has also put an impact on the ways of promoting the products and services. Along with digital market, digital or online modes of promotions like online advertising or advertising through emails, advertising through social networking websites or social media, display advertising etc. are also getting acceptance. This way of promotion like traditional marketing involves all the efforts to spread word about companies product / service by making use of internet. Among different ways of online marketing, the use of social media have increased tremendously in last few years. Different kinds of popular social media such as facebook, twitter, youtube, skype and different blogs are in use by business houses for promoting their products and services. Online marketing thus has added a new tool in promotional mix of companies which is producing great result because of its flexible and cost-effective nature for the companies.

Advertisement plays an important role in the promotion of any product and product information provided through advertisement also plays vital role in changing buyers attitude towards advertisement and their purchasing behaviour (Usman, et al., 2010). The introduction of online marketing for promoting the business and opening of online mode of shopping has resulted in changes in buyers' behaviour and buyers perception. Buyers or Customer perception is an individual's appreciation of a product or service provided or marketed to him. This term can be seen as a process that starts when the consumer or potential consumer receives information about a product and ends when he builds an opinion or judgment of it.<sup>1</sup> Buyers perception tells about individuals feeling about company's offering. It

is the concept which is full of variability. For success of any kind of business be it be online or offline, it's very essential for the seller to understand buyers perception.

## 2. LITERATURE REVIEW:

Digital marketing and online shopping are now widely accepted phenomenon in India. These concepts have got acceptance several years back in foreign countries and now in India also. To explore more about these concepts many researchers have done studies in recent years.

**Gladson N., N., & Ngrika D. (2018)** examined relationship between of online advertising and customers satisfaction of E-tailing firms in Nigeria. The findings of the study showed that that there is a positive and strong relationship between online advertising and customers' satisfaction. **Ranawat, H.S., Panwar A & Gour S. (2018)** conducted a study on 200 social media users. From the study, they highlighted that there exists an influence of social media marketing on purchase behaviour of consumer in Udaipur City of Rajasthan. **Ugonna, Ikechukwu A, & et. al. (2017)** examined the influence of efficient online marketing, effective communication, and on-time delivery on the regularity of visits and consumer patronage of the three selected online stores in Owerri, Imo State. The findings of the study showed that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores. **Mohan Kumar, T. P., & Shiva Shanthi, S. (2016)** focused on finding out factors influencing consumers attitude towards online marketing. This research found that the five dominant factors which influence consumer perceptions towards online purchasing are perceived usefulness factor, information, ease of use; perceived enjoyment and security/privacy. **Singh R. (2016)** by making use of correlation highlighted the fact that there is positive correlation between social media marketing & consumer behavior. The study was conducted in Punjab. **Ioană, E., & Stoica, I. (2014)** aimed to find the influence of social media marketing on consumers' decision to purchase from online mode of shopping. In the study they have found that before purchasing a product online consumers usually inform themselves from forums, company's websites, Facebook accounts or peer reviews. They found that convenience and home delivery of products are the most preferred reasons for which most consumers prefer online transactions.

**Khitoliya (2014)** conducted a study on customers' attitude and perception towards online shopping. Author has explored that majority of the respondents in all age groups shop online for convenience followed by wide variety and discount available. **Bhatt and Bhatt (2012)** conducted study on two types of online buyers' i.e. regular buyers and occasional buyers. In their study, it was found that regular buyers are most influenced by ease/attractiveness and service quality of websites while occasional buyers value website security more than other categories of consumers.

**Delafrooz, et al. (2010)** in their work revealed that utilitarian orientation, convenience, price, and a wider selection influenced consumers' attitudes towards online shopping.

The above reviewed literature shows that their exist influence of online marketing on buying behaviour of customers. Also it highlights that people are doing shopping through online modes because of convenience, ease/attractiveness and service quality of websites along with other factors.

## 3. OBEJECTIVES OF THE STUDY:

- To find out the reasons for inclination of customers towards digitalization in marketing.
- To find out the perception of customers towards digitalization in marketing.

## 4. HYPOTHESIS OF THE STUDY:

Ho: There is no significant difference in perception of customers towards digitalization in marketing based on gender of respondents.

Ha: There is a significant difference in perception of customers towards digitalization in marketing based on gender of respondents.

## 5. RESEARCH METHODOLOGY:

This research study is exploratory and descriptive in nature. It is conducted in Jaipur city of Rajasthan. The study is conducted on a sample of 96 students belonging to age group of 20 to 25 years of age. The sample is consists of 52 % of female respondents and 48% of male respondents. The sampling method used to draw sample for the study is convenience sampling method. The findings of the study are based on analysis of primary data collected by using a structured questionnaire. Statistical tool used for testing the hypothesis of the study is independent sample t test. Data is analyzed by making use of the version 22 of SPSS software.

## 6. FINDINGS OF THE STUDY:

The first objective of the study is to find out the reasons for inclination towards digitalization in marketing. For the achievement of this objective, respondents were asked to rank the advantages of online shopping system in descending order. Based on mean of responses, it is found that convenience of online shopping system is biggest reason for inclination towards online shopping system. This is followed by time saving factor associated with the system and door step delivery of product.

The next objective is achieved by statistically testing the hypothesis based on the objective. For the purpose of testing hypothesis of the study, Independent sample t- test is being conducted. In the hypothesis, perception of customers towards digitalization in marketing is taken as dependent variable and gender is taken as independent variable. Perception of customers is measured on two parameters i.e convenience of online shopping and online marketing system and trustworthiness of the system. Below table 1 shows the result of Independent sample t-test for convenience perception among male and female respondents. Convenience perception is measured on four parameters i.e. availing information about product or service, modes offered for making payment, creating awareness about product or service and accessibility of product or service. Out of these four parameters, the test result showed that in case of convenience in term of availing information about product or service and modes offered for making payment, the null hypothesis is rejected. For convenience in term of availing information about product or service the t value is 3.107 and p value at 95 % level of confidence is 0.002. In case of modes offered for making payment the t value is 2.101 and p value at 95 % level of confidence is 0.038. Thus in both the cases the p value is less than 0.05 signifying rejection of null hypothesis. Therefore, it can be interpreted that there exists significant differences in mean score of males and females with reference to convenience in term of availing information about product or service and modes offered for making payment by online shopping system.

**Table 1:** Independent samples T-Test output for convenience perception among male and female respondents

Independent Samples Test										
		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Availing information about product / service	Equal variances assumed	.021	.886	3.107	94	.002	.410	.132	.148	.673
	Equal variances not assumed			3.091	90.189	.003	.410	.133	.147	.674
Modes offered for Making payment	Equal variances assumed	.343	.560	2.101	94	.038	.308	.147	.017	.599
	Equal variances not assumed			2.118	92.791	.037	.308	.145	.019	.596
Creating awareness about product / service	Equal variances assumed	7.463	.008	-.983	94	.328	-.127	.129	-.383	.130
	Equal variances not assumed			-.971	82.211	.335	-.127	.131	-.387	.133
Accessibility of product / service	Equal variances assumed	.151	.698	.598	94	.551	.083	.140	-.194	.360

	Equal variances not assumed			.597	92.518	.552	.083	.140	-.194	.361
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Source: Analysis of primary data through SPSS

Consumer perception in term of trust on the system is also a focus area of this study. Trust perception is measured by taking same parameters as taken for measuring convenience perception. Out of the four parameters of trust perception, the test result for trust perception in term of availing information about product or service is found to be significant. In case of this parameter the t value is 3.128 and p value is 0.002 at 0.05 level of significance. Thus the null hypothesis is rejected which confirms the existence of significant differences in male and female perception with reference to this parameter of trust on the system. In case of remaining three parameters used to measure the trust perception, the null hypothesis is being accepted.

**Table 2:** Independent samples T-Test output for Trust perception among male and female respondents

Independent Samples Test		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Availing information about product / service	Equal variances assumed	1.356	.247	3.128	94	.002	.294	.094	.107	.481
	Equal variances not assumed			3.113	90.632	.002	.294	.094	.106	.481
Modes offered for Making payment	Equal variances assumed	2.746	.101	1.869	94	.065	.238	.127	-.015	.491
	Equal variances not assumed			1.861	90.710	.066	.238	.128	-.016	.493
Creating awareness about product / service	Equal variances assumed	.548	.461	.417	94	.677	.050	.121	-.190	.290
	Equal variances not assumed			.420	93.518	.675	.050	.120	-.188	.289
Accessibility of product / service	Equal variances assumed	2.577	.112	.761	94	.449	.094	.123	-.151	.339
	Equal variances not assumed			.757	89.993	.451	.094	.124	-.153	.340

Source: Analysis of primary data through SPSS

## 7. CONCLUSION:

The advancement of internet technologies has led to conception of online marketing and online shopping. These new models of promotion and business have been un-doubtably accepted by today's customers. But the success and long term survival of online marketing and shopping depends upon convenience and trustworthiness of the

system. As per the findings of this study, buyers find the system convenient and trustworthy but a lot more is required to be done on part of sellers for long term survival online marketing and shopping system.

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