THE EFFECT OF DIGITAL MARKETING COMMUNICATION ON CONSUMER BUYING

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ABSTRACT

This study attempts to analyze the features related to the buying behaviour of digital shoppers. Consumer buying behaviour in respect of digital shopping was studied using different socio-economic variables. It also provides a support that helps researchers understand the drivers of consumers’ attitude and goal to shop on the Internet, and consumers’ perceptions regarding ease of use and usefulness. Conclusions derived from the analysis can be used as useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behaviour can contribute to a better understanding of consumer buying behaviour in respect of digital shopping.

Key words: Digital shopping, Buying Behaviour, Consumers etc.

INTRODUCTION

Indian consumers as a whole spend about 55% of the total consumption expenditure on food items. According to a survey conducted by ORG, the expenditure on non-food items has recorded large growth that the expenditure on food items. Consumers decide whether, what, when, from whom, where and how much to buy. They can avail various mediums to buy the products. But currently we are living in the age of internet.

According to a study, “About 44 percent students use Internet in India and overall 72% of young people access Internet on regular basis. Due to the vast usage of Internet, the buying patterns have been changed. It has changed the way goods are purchased and sold, resulting to the exponential growth in the number of digital shoppers. However, a lot of differences concerning digital buying have been discovered due to the various consumers’ characteristics and the types of provided products and services. Attitude toward digital shopping and goal to shop are not only affected by ease of use, usefulness, and enjoyment, but also by other factors like consumer individuality, situational factors, product distinctiveness, previous digital shopping understanding.
and faith in shopping. Therefore, understanding who are the ones consuming and why they choose to use or keep away from the Internet as 80% of a distribution channel, is a critical matter for both e-marketing managers and consumer thinkers. There are lots of companies which are providing the platform to consumers to buy the products digitally. Digital consumers tend to be better educated. Higher computer literacy makes internet shopping smarter. Their awareness about the internet also makes them better positioned to identify and take decision for products and services. By the internet, consumers find that they no longer have to accept fixed prices for the products and services and through the click of a few buttons the lowest priced, highest quality product can be found. The idea of digital shopping enlarged progressively, subsequent to the initiate of the World Wide Web. Charles Stack was the former person to generate an online book store in 1992. Pizza Hut also opened an online pizza shop, while eBay and Amazon took the notion of digital shopping to a completely innovative level. Digital shopping began in full action since the year 1996.

DIGITAL SHOPPING

Digital shopping gives all type of goods to be accessible in the practical world. It is approximating a shop in the near vicinity, selling all type of goods however with some exceptional differences. Digital shopping gives an individual a flexibility to shop any time without going out of their home/office. In digital marketing all products are displayed along with the price and meticulous reveal of the product attributes. Potential customers can review them, examine and investigate them on the attributes like features, price and availability and can conduct a benefit structure analysis to match their requirement with the varied product available.

DETAILED FEATURES OF DIGITAL MARKETING

- It is based on the notion of elastic time.
- It can be accessed from anywhere.
- One can assess numerous digital shopping stores at a time.
- Assessment can be made in real time.
- There is rider of alternate of product if it is not as per the requirement of the customer

FOUR NEW DIGITAL MARKETING MODELS

Booz & Company has identified four equally successful digital marketing models: Digital Branders, Customer Experience Designers, Demand Generators, and Product Innovators. A company’s focal point for marketing venture may have fundamentals of each, but odds are that one of these models represents the right marketing organization for a company.

- Digital Branders are the majority frequent consumer products companies or further marketers that center on structuring and renewing brand equity and concrete consumer commitment. These companies are changing their venture from traditional linear advertising in the direction of more immersive digital multimedia way that can bond consumers to the brand in innovative conduct. They are rethinking on how they employ consumers with the main agenda of attracting new consumers to the brand and motivating loyalty through various encounters with the brand.
- Customer Experience Designers use customer statistics and perception to generate a advanced uninterrupted brand familiarity for their customers. Characteristically, these companies (such as financial-services companies, airlines, hotels, and retailers) fabricate their business models focusing on customer service. By reworking how they interrelate with customers, these companies anticipate to craft a constant exchange of ideas and construct a loyal customer base.
Demand Generators (typically retailers) center of attention on driving online traffic and transferring a numerous sales as probable across channels to capitalize on marketing competence and produce their share of profits. All essentials of the digital marketing are customized to enhance sales and amplify reliability.

Product Innovators use digital marketing to facilitate the organization recognizes and grows, and generates proactive digital products and services. These companies utilize digital communications with consumers basically to gather information that can help profile the innovation.

REVIEW OF LITERATURE

Ankur Kumar Rastogi, PhD Research Scholar Singhnania University, Jhunjhunu, Rajasthan, A STUDY OF INDIAN ONLINE CONSUMERS & THEIR BUYING BEHAVIOUR, International Research Journal, July 2010 ISSN- 0975-3486 RNI: RAJBL 2009/30097 VOL I *ISSUE 10 says, the argument is to fulfill the requirements of the maximum number of consumer/customers. By doing research activity from time to time, marketers will understand precisely about our customers’ shopping requirements. This in turn with provide a better insight to deliver all the required product ranges and services.

Research summarized by Amit Bhatnagar; Sanjog Misra; H Raghav Rao, on risk, convenience and Internet shopping behaviour, Association for Computing Machinery. Communications of the ACM; Nov 2000; 43, 11; ABI/INFORM Global pg, 98 says” The likelihood of purchasing in the internet decreases with increase in product risk. The product risk increases as technical complexity of product increases. Product risk increases with the price of the product.

Lohse, G.L., Bellman, S. and Johnson, E.J. (2000) Consumer buying behaviour on the Internet: Findings from panel data. Journal of Interactive Marketing, 14 (1).pp. 15-29.says” Digital shopping through “Wharton Virtual Test Marketing is both an ongoing survey of Internet Users concentrating on electronic commerce and a online-laboratory that can help gauge customer reactions to new strategies and products which will ultimately help the online shoppers to meet the challenges.

RESEARCH METHODOLOGY

Objectives of the study
To assess the magnitude given to the key factors* that influence digital buying (online buying) behaviour of consumers in Maharashtra.
*Convinience, Time, Price, Security, Influence, Capacity to Shop Online

Theoretical Framework
Independent Variable: Shopping behaviour
Dependent Variable: Price, Time, Convenience factor, Navigation, Security

Data Collection Methods
Both the primary and secondary data collection methods were considered. The primary data was collected through a questionnaire designed exclusively for the study. Secondary data was taken from Research papers, Journals, Magazines and Websites.

Sample Design.
- Simple random sampling was our sampling method.
- Our Sample size was 100 respondents.
- Data is collected through Questionnaire
Questionnaire Survey method was adopted for this study. For the purpose of the survey, a structured questionnaire was prepared and distributed to the consumers and buyers to study about their preference and satisfaction of online shoppers (online buyers where 5 point Likert Scale was used where 1 Signifies: Strongly Agree,2 Signifies: Agree,3 Signifies: Neutral,4 Signifies: Disagree and 5 Signifies: Strongly Disagree).

Using advanced tool of SPSS package, Chi-square value at 95% level of significance was found to check the significance difference in the importance of various factors w.r.t gender. The following table shows the value of chi square to examine gender based importance given to these factors:

**DATA ANALYSIS AND CONCLUSION**

<table>
<thead>
<tr>
<th>Factors</th>
<th>Chi-square value</th>
<th>Factors</th>
<th>Chi-square value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Convinces and Ease</strong></td>
<td></td>
<td><strong>Digital shopping in future</strong></td>
<td></td>
</tr>
<tr>
<td>1. convinces is my main reason for shopping online</td>
<td>617</td>
<td>1. I think I will shop through internet</td>
<td>.372</td>
</tr>
<tr>
<td>2. I purchase online because I do not need to go to shop</td>
<td>.048*</td>
<td>2. Digital shopping is a good idea</td>
<td>.569</td>
</tr>
<tr>
<td>3. It is easy to get what I want online.</td>
<td>.078</td>
<td>3. Shopping online is enjoyable</td>
<td>.101</td>
</tr>
<tr>
<td><strong>Time</strong></td>
<td></td>
<td><strong>Capability to shop online</strong></td>
<td></td>
</tr>
<tr>
<td>1. I buy goods or services online because it saves time</td>
<td>.005*</td>
<td>1. I am capable of shopping online</td>
<td>.186</td>
</tr>
<tr>
<td>2. I don’t like to spend much time on shopping.</td>
<td>.134</td>
<td>It is easy to navigate through web.</td>
<td>.006*</td>
</tr>
<tr>
<td>3. Time saving is my main reason for shopping.</td>
<td>.177</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Price</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Price is my primary concern for shopping online.</td>
<td>.001*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. I would shop online if price were reasonable for me.</td>
<td>.018*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. I would consider price as my main reason for shopping online.</td>
<td>.049*</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Security</strong></td>
<td>.636</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Security breach is a major problem through the Internet.</td>
<td>.330</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The internet is trustworthy</td>
<td>.354</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Putting trust in Internet is a good idea</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Influence</strong></td>
<td>.353</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. My family influences me to shop online.</td>
<td>.502</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. The members of my family (relatives, parents, children and spouse) believe I should shop online.</td>
<td>.595</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. My colleagues influence me to go shopping online.</td>
<td></td>
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</tbody>
</table>

* Significant value

- Data analysis reveals that there are few differences in terms of the order of importance and the characteristics exhibited by male and female customers while online shopping.
- Females being more sensitive than their male counterpart, among the all price variable piece factor were the one that has highly influenced female customer’s while online shopping.
- “It is easy to navigate through web” the male customers considered more important as compared to female customers.
Males being more time conscious than their female counterpart, among the Convinces and Ease "I purchase online because I do not need to go to shop" was the one that has highly influenced male customers in online shopping.

"I buy goods or services online because it saves time" providing various services was the factor, male customers considered more important as compared to female customers.

CONCLUSION

The most significant fact revealed by this study is that there is not much significant difference in the shopping criteria between male and female customers. In other words, Indian (male and female) have almost common behaviour in digital shopping.

With this information, e-retailers should not over emphasize, and rely on, the gender factor as a strategy in their efforts to attract customers.

Finally, digital marketers should realize that the nature of competition in the Indian digital sector is changing. The success and survival of individual player is therefore depends on the manager’s ability to understand customer’s needs and to find effective ways to satisfy these needs irrespective of their gender.

LIMITATIONS OF THE STUDY

The study intends to cover respondents only from Mumbai and may not give similar results when generalised to other region.

REFERENCES


