

# “KEEP SHOPPING, KEEP SAVING” – AN INSIGHT TO DIGITAL MARKETING & ONLINE BUYING BEHAVIOUR EXPONENTIALS

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## **ABSTRACT**

In this era of internet and enhanced technological advancements, Digital marketing has become one of the crucial and inevitable parts of the marketing sector. It is high-time that we culture the impact of digital marketing on online consumers and their buying behaviour. The paper attempts to explore the factors influencing the buying behavior of online consumers through Digital Marketing and the Problems towards the modern Digital technology. It also tries to analyze whether there is any significant impact on factors influencing and demographic variables like Age. The purpose of this study is to provide insights regarding consumer buying behavior and problem towards the digital marketing. The paper opted for a combination of exploratory and descriptive analysis. The paper helped to identify the intrinsic motivational factor influencing the buying behavior of online consumers and problems in digital marketing. The study found that the Purchase intention significantly relates to customer satisfaction and the relation between these two variables is highly associative in nature.

**Keywords:** Consumer buying behavior, Problems, Purchase intention, Digital Marketing, Customer Satisfaction.

## **INTRODUCTION**

Digital marketing involves all marketing efforts that use electronic device or the internet. This can be also referred as online marketing, internet marketing or web marketing (Vaibhava Desai, 2019). Digital marketing focuses on the customers and their interests towards the product or the brands. The companies are trying to expand their marketing strategies using the digital marketing. The world has become a global village by the influence of internet and it has made people more convenient. Internet was the main reason for making digital marketing a possible one. Anybody over a certain age can now easily access the internet which has paved way for online marketing. The easy way for accessing the business websites is the major reason for the development of online marketing (David Soundararajan, Harikaran

2016). People are becoming highly social and the use of social media sites, mobile applications and other search engines have been increasing day by day. Digital marketing is used as to tool to expand the business by most of the companies. Comparing the products and return back policies are the special features made available by the companies to attract the customers. The companies can easily reach the customers through digital marketing (Hardik Panchal, 2018). The marketing world has become more competitive and it is changing rapidly according to the growth and development of new technologies. So the companies are forced to change their marketing strategies in order to stay in the field. Digital marketing is the latest and most familiar technique used by almost all the organizations to promote their business (Tejas B. Vyas). The spread of social media

has changed the behavior and living style of the humans. The virtual world in the means of internet and social media has created online communities throughout the world. People from various countries and continents are connected using the digital technology. Hence the companies started to implement the digital marketing technology which succeeds in connecting customers throughout the entire world. It is used as a major tool to promote the products and to attract the consumers through social media (Kenzhegul Bizhanova, Arafat Mamyrbekov, 2019).

One of the major advantages of digital marketing is that the marketers can sell their products or service 24 hours and 365 days and the consumers can avail the same. Social media allows companies to connect with their customers, improve their brand standards, influence customer's attitude and improve their standards with the help of the feedback and reviews of the customers. Digital marketing gives proper analysis and reviews about the company or the product which enhances the companies and organizations to improve their quality and standards (Ramya, Kartheeswaran, 2019). Online marketing influences the consumer's purchasing decision and brand perception by which the marketers use it as their marketing asset (Lubna Riz, 2013). Digital marketing has a set of powerful tools and methodologies which the marketing companies use for promoting and marketing their products to the customers. As the internet has become faster and effective the digital marketing process has become more successful (Kishor Kumar, 2019). The consumers are related with the traders or the organizations throughout the world by means of the digital communication technologies. The development in the technology has been more effective in the life of human and they are always getting adapted to the new technologies. Digital marketing has lot of factors that influence the customers and it has now become a popular business platform. As a result, it is necessary to analyze the factors influencing the buying product of online consumers and their problems towards the modern digital marketing technology.

## LITERATURE REVIEW

According to A.N. Christy (2020), advertising through digital media plays an important role in the consumer behavior in

purchasing through online. Effective advertising has made digital marketing more successful to fulfill the consumer needs and their attitude towards online marketing. P. Ganapathi and Prabudeva (2021) made a study to focus transformation of digital marketing to promote the brands to a better level by understanding the preferences of the consumers. They strongly believe that analyzing the behavior pattern of the consumer will benefit more in the competitive field of digital marketing. Komal B. Sharma (2020) conducted a study to find out the consumer's attitude towards online shopping. In this study the factors that are attracted by the consumers were found out from 60 samples and they suggest how to help the retailers to improve their online marketing strategies. According to Rekha Dahiya (2013), the companies has now realized the importance of online marketing and the reviews provided by the consumers who have already purchased the product from the particular site or company is the major factor that creates an impact in the consumer's attitude towards digital marketing. M. Mahesh Kumar and Sobha P.G (2016) found that the psychological state of the consumer is responsible for purchasing a product through online marketing and also sort out the advantages as well as the disadvantages as well as the risks in online marketing. Hemangi V. Mahajan and Rahul Kulkarni (2018) conducted an empirical study to examine the attitude and factors influencing the online consumers in Jalgaon city and what medium they prefer for purchasing goods. They also found that the development in the digital field has happened due to the improvement in the digital devices which has also paved way for the increase of online consumers. According to G.H. Kerinab Beenu and S. Rathika (2019), customer's attitude towards digital marketing was observed by the determinants like credibility of customers, informative to customers, hedonic pleasure to customers, materialism and good for economy advertisements. They have used convenience sampling technique among 110 samples and identified that digital advertisements are more effective for the customer's attitude towards digital marketing. Simran Kaur and Nidhi Tandon (2018) in a study have analyzed the needs, benefits and the importance of digital marketing and how they have created an impact on consumer behavior. Also the

disadvantages of digital marketing were highlighted so that the organizations can be able to put some effort to overcome them. Anubhuti Gupta (2017) conducted a study and found that 80-90% of the people are attracted by the digital ads and online advertisement. Even the people of all ages are attracted towards the posts and advertisement done by the companies through social Medias and suggest that all the companies have to focus on digital marketing techniques for their success. Neethu N Kumar and Divya Francis conducted a study based on the people of Ernakulam District and found that the delivery system and advertising system has to be improved in order to attract more online consumers. Consumer's behavior towards online purchase has increased and the companies have to improve their standards to keep the customers. Jemila Dani (2017) conducted a study to find the consumer's attitude towards online shopping. With the help of data collected from online customers from Kanyakumari district it was found that website design, convenience and time saving are the important factors that influence the online customers. Moreover the consumers are very much concerned about the security factors. Gowsalya and Mangaiyarkarasi (2020) conducted a study to find the opportunities available in the digital marketing and how it should be implemented effectively for the success of an organization. They have also sort out the effects of digital marketing on the firm's sales. Abdel fattah al-azzam and khaled al-mizeed (2021) conducted a study in Jordan to analyze the influence of digital marketing on purchasing decisions. Simple sampling technique was used from the response given by 220 customers who purchase through online and it was found that social media marketing and mobile marketing has made an impact on consumer purchasing decisions. They also suggest increasing brand awareness through digital platforms to continue competing in commercial environment. Giriraj Kiradoo (2017) has focus on a study to understand the growth and current trends in the digital marketing in India. This study also briefly explains about the enormous growth and development of digital marketing in India and the trends that helps the growth of the industries. Afrina Yasmin and Sadia Tasneem (2015) conducted an empirical study to highlight the effectiveness of digital marketing in the present competitive

environment. The various forms of digital marketing and its effectiveness and impact have been analyzed using various statistical tools and techniques. Madhu Bala and Deepak Verma (2018) has conducted a study about the critical review of digital marketing based on the recent literature and secondary data found in various articles and magazines. They suggest that digital marketing is the future of the marketing world and it should be implemented in all marketing fields. Sahil Gupta and Rajesh Kumar (2017) investigated the perception of digital marketing and their effectiveness among the youth of India. The effectiveness of various digital marketing channels has also been highlighted. According to Shreya Verma and Umesh Chandra (2021), the modern generation customers don't like to go to the shopping malls to purchase the products. They are finding more convenient to use the digital platforms and mobile apps for their product purchase and suggests that the marketing companies have to focus on digital marketing for their successful marketing.

## RESEARCH METHODOLOGY

Primary data is collected with the help of questionnaire from a sample respondent. Secondary data has been collected from Books, Journals, and Articles. The sample size of the study was 260 and random sampling method was used in this study area. The method of data analysis is based on the Statistical table format using frequency distribution and consequently converted into percentage analysis. Percentage analysis is the basic statistical tool, which help to analyse and interpret the primary data. Descriptive Statistics, Reliability analysis, Factor analysis, Partial correlation analysis and Garrett ranking techniques were used for the analysis. Reliability analysis was used to determine the internal consistency of the scales using Cronbach's alpha. KMO test was done to identify whether the data was suitable for factor analysis.

## DATA ANALYSIS AND RESULTS

**(1) Descriptive Statistics:** Descriptive Statistics that are discussed in this work are the frequency and percentages of the profile of the respondents. The Table 1 illustrates the demographic profile of the respondents according to the variables –Age, Gender, Educational Status, Job Status and Annual

Income respectively. The age range of the respondents was taken and most of them were in the age group of 21 -30 years (35.8% of the respondents). Gender Categories of the respondents was taken and most of them are male (53.1% of the respondents) who are using Digital Marketing. In Educational Status most

of the Graduates (27.3%) are interested in Digital Marketing. Job Status were taken as Salaried 86 repondents consisting of (33.1%) of the total respondents. Majority of the respondents belonging to the income range upto one lakh 114 respondents (43.8%) are involved in Digital Marketing.

**Table 1. Demographic Profile of the Respondents**

Demographic Variable	Demographic Categories	Frequency	%
<b>Age</b>	Less than 20	45	17.3
	21-30	93	35.8
	31-40	59	22.7
	41-50	34	13.1
	Above 51	29	11.2
<b>Gender</b>	Male	138	53.1
	Female	122	46.9
<b>Educational Status</b>	Upto 12 <sup>th</sup>	24	9.2
	Diploma	49	18.8
	Graduate	71	27.3
	Post Graduate	59	22.7
	Phd	57	21.9
<b>Job Status</b>	Student	58	22.3
	Salaried	86	33.1
	Self-employed	45	17.3
	Business	38	14.6
	Home maker	33	12.7
<b>Annual Income</b>	Upto 1 lakhs	114	43.8
	1-3 lakhs	80	30.8
	3-5 lakhs	32	12.3
	Above 5 lakhs	34	13.1

**Source:** Primary data

**(2) Reliability Analysis:** In this study, the main focus is about factors influencing the buying product of online consumers towards Digital Marketing. Reliability analysis was

used to determine the internal consistency of the scales using Crobach's alpha. The reliability analysis results showed that the Cronbach's alpha was 0.732 for 20 items, which is acceptable. (Table2).

**Table 2. Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on No. of Items
0.732	0.732
	20

**(3) Factor Analysis:** Factor analysis is used to reduce large number of variables into fewer numbers of factors from the questionnaire to certain constructs under one variable. It was used to construct the new factors influencing the buying product of online consumers towards digital marketing from the survey done among the respondents. Kaiser-Meyer-olkin Measure is an index which defines

Sampling Adequacy. The KMO test value is 0.744 which is more than 0.5, can be considered acceptable and valid to construct data reduction technique. The Bartlett's test of Sphericity helps the researcher to decide, whether the results of factor analysis are worth considering and whether we should continue analyzing the research work. Bartlett's Test of Sphericity significant to a level of significance

is  $<0.001$  which shows that there is a high level of correlation between variables, which make it adequate to apply factors analysing the buying product of online consumers in Digital Marketing.

The Table 3 displays the total variance explained at seven stages for factors that influenced the consumer buying behaviour of digital Marketing. Seven factors are extracted based on their Eigen values. The seven factors account for 52.196 % of the total Variance.

**Table 3. Total Variance Explained**

Component	Initial Eigen values <sup>a</sup>			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.201	16.777	16.777	5.201	16.777	16.777	3.016	9.729	9.729
2	2.193	7.075	23.852	2.193	7.075	23.852	2.590	8.354	18.084
3	1.960	6.324	30.176	1.960	6.324	30.176	2.175	7.017	25.101
4	1.819	5.868	36.044	1.819	5.868	36.044	2.218	7.156	32.256
5	1.755	5.660	41.704	1.755	5.660	41.704	2.168	6.993	39.249
6	1.685	5.436	47.140	1.685	5.436	47.140	2.115	6.824	46.073
7	1.568	5.056	52.196	1.568	5.056	52.196	1.898	6.124	52.196

Extraction Method: Principal Component Analysis.

The Table 4 shows that rotated factor matrix for the questionnaire. After performing varimax rotation method with Kaiser Normalization, using the extracting method of principal component analysis, Factor 1 comprises of five items with factor loadings ranging from 0.71 to 0.52. Factor 2 comprises of three items with factor loadings ranging

from 0.77 to 0.67. Factor 3 comprises of three items with factor loadings ranging from 0.84 to 0.52. Factor 4 comprises of three items with factor loadings ranging from 0.91 to 0.61. Factor 5 comprises of two items with factor loadings ranging from 0.56 and 0.97. Factor 6 comprises of two items with factor loadings ranging from 0.95 and 0.88. Factor 7 comprises of two items with factor loadings ranging from 0.98 and 0.69, respectively.

**Table 4. Rotated Factor Matrix**

	Component						
	1	2	3	4	5	6	7
Purchase the product by seeing the digital ads	.716						
Online Shopping Saves time	.707						
Reviews about the product	.722						
Avoid crowd and queue	.655		.532				
Digital Ads are more attractive	.529						
Choose the Product and make comparison easy		.777					
Self interest towards online purchase		.763					
Some products are only available in online		.674					
Large Variety of products are available		.565			.563		

On time delivery		.847	
Digital Ads often relevant to me	.574	.594	
Availability of detailed information about the product		.523	
Offers and discounts		.917	
Compare the prices of the product	.550	.687	
Convenience of Shopping from home		.527	.610
Search for a particular product easily			.973
Comfort and good service			.959
Availability of more Shopping Sites			.885
We can Shop at anywhere and anytime			.989
Cost is low compared to other shops		.544	.698

Extraction Method: Principal Component Analysis Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 19 iterations.

Seven new factors are successfully constructed using factor analysis and assigned as the factors influencing buying product of online consumers through Digital Marketing. The table 5 shows the names of the new factors and percentage of variance explained by each of the factors. The first factor shows the highest percentage of variance explained when it is extracted, that is when the first factor, Comfortability is extracted, and then 16.777% of the variance is explained.

**Table 5.Names of New Factors with Percentage of Variance**

Factor	Name	% of Variance
1	Comfortability	16.777
2	Purchase intention	7.075
3	Attractive	6.324
4	Convenience	5.868
5	Easy acceptability	5.660
6	Customer satisfaction	5.436
7	Reliability	5.056

The seven new factors involved include comfortability, purchase intention, attractiveness, convenience, easy acceptability, customer satisfaction and reliability.

**(4)Partial correlation analysis:** The partial correlation was used to evaluate the hypothesis relationship between purchase intention and customer satisfaction with age of respondents as the control variable.

**Hypothesis Testing (Age Related Hypotheses)**

**H<sub>0</sub>** = There is no significant difference between Purchase intention and customer satisfaction of the buying product of online consumers towards Digital Marketing.

**H<sub>1</sub>** = There is significant difference between Purchase intention and customer satisfaction of the buying product of online consumers towards Digital Marketing.

From the table 6, it is evident that purchase intention and customer satisfaction are statistically significant with the controlling variable as age of the respondent. With most of the factors are below 0.8 with significance value less than 0.05 which indicates that there exists significant linear relationship between them. With age as the controlling variable there was significant evidence that there is Positive partial correlation  $r = .511$ ,  $n = 257$ ,  $p < 0.001$ , with increase Purchase intention significantly related to higher customer satisfaction. An inspection of the zero- order correlation ( $r = .531$ ) suggested that controlling for age of the respondents had very little effect on the strength of the relation between these two variables.

**Table 6.Partial correlation analysis**

Control Variables	Purchase intention	Customer satisfaction	Age of the respondents
<b>-none-<sup>a</sup></b>			
Purchase intention	1.000	.511	.027
Customer satisfaction	.511	1.000	.009
Age of the respondents	.027	.009	1.000
<b>Age of the</b>			
Purchase intention	1.000	.531	

<b>respon dents</b>	Customer satisfactio n	.531	1.000
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a. Cells contain zero-order (Pearson)

**(5) Garrett ranking techniques:** The Problem faced by customers in Digital Marketing was analyzed with the help of Garrett Ranking Technique is as follows. The technique was used to rank the performance mentioned by the respondents on different factors of digital marketing. From the table 7, on the basis of the ranks assigned by the sample respondents, it is evident that the data provided is not secure (52.31 score) was the main problem in digital marketing, followed

**Table7. Problems of Digital Marketing**

<b>Factors</b>	<b>Mean Score</b>	<b>Mean Rank</b>
Cannot see and touch the product through our eye	51.75	III
Sites are not trustworthy	51.88	II
Difficult to confirm the reliability	50.89	VI
Lack in quality of the product	50.55	VII
Unavailability of the product	47.9	XII
Delivered product was not same	50.13	VIII
Shipping and delays in product	49.04	IX
Damaged Product cannot be taken and reused	51.74	IV
Lack of interactivity	48.85	X
Our data provided is not secure	52.31	I
Problem during payment process	51.08	V
Product's warranty and guarantee not assured	48.67	XI
Unavailability of return and exchange policies	47.15	XIII

**Source:** Primary data

## **DISCUSSION & MANAGERIAL IMPLICATIONS:**

As a result of easy access to the internet, consumers have been interested and want to do extensive research before purchasing anything online. Consumers may now easily investigate, compare, experiment, and make a suitable buying decision because practically every brand markets its products and services online. This decision is heavily influenced by the information customers obtain online, making a good online presence critical for brands. This study focuses to find out the factors influencing the buying product of online consumers towards Digital Marketing. The studies concentrate significant

by Sites are not trustworthy (51.88score), Cannot see and touch the product through our eye (51.75 score), Damaged Product cannot be taken and reused (51.74score), Problem during payment process (51.08score), Difficult to confirm the reliability (50.89score), Lack in quality of the product (50.55score), Delivered product was not the same (50.13 score), Shipping and delays in product (49.04 score), Lack of interactivity (48.85score), Product's warranty and guarantee not assured (48.67score), Unavailability of the product (47.9score) and Unavailability of return and exchange policies (47.15 score).

difference between Purchase intention and customer satisfaction of the buying product of online consumers towards Digital Marketing. To identify the problem faced by the consumers while doing Digital Marketing.

A Study conducted by Kalpesh Naik and Shreyash Doshi (2018), understanding the attitude of the consumers should be the main concern of a company or organization to promote their products. They have also mentioned some factors that should be kept in mind by the marketers to improve their future growth towards the customers. Diyana Ahmed Ghazie and Jasni Dolah (2020) analyze the consumer's behavior towards digital marketing in Malaysia. The study has been conducted to identify the significance and understanding of

effective consumers towards digital marketing by using primary and secondary data. Zarina Tungushbayeva (2021) based on Kazakhstan customers who purchase online. The study was conducted to find the behavior of the consumers when they purchase the products through online and have found that price, time saving and convenience are the major factors that influence them. Komal Nagrani and Sai Pavankumar (2021) found that the organizations are expanding their digital marketing techniques and that is the reason the consumers are able to choose a wide range of access which is more convenient for their purchase through online. Our findings suggest that out of seven extracted factors, that is, Comfortability, Purchase Intention, Attractiveness, Convenience, Easy Acceptability, Customer Satisfaction and Reliability, Age plays a vital role of Purchase Intention and Customer Satisfaction. So, it is evident the marketers should focus mainly on the customers Purchase Intention, Customer Satisfaction based on the Age of consumers and try to capture the market as per the pulse of the segment. While analyzing the Problem faced by customers in Digital Marketing, the ranking technique was used to rank the performance mentioned by the respondents on different factors of digital marketing. The security in the data provided was the main problem for digital marketing.

The marketing strategists have to focus on the age wise segmentation of the product in order to prioritize the marketing activities for age specific customers. Thereby more demand and sufficient supply will be ensured for the product to a great extent. The adoption of more encrypted security channels for securing customers' personal information shall be ensured in order to safeguard their privacy. Each and every customer values their privacy more than anything. So the marketing should be more sophisticated in a way that they should respect their personal data in order to achieve a long term relationship and commitment with the customer.

## CONCLUSION

Digital marketing is one of the hot keywords that today's marketing sector thrive upon. Whether online or offline business, a signature on digital marketing is crucial to survive on this competitive environment. This paper brings light upon the factors that

command consumer online shopping behaviour and the impact of digital marketing on it. Consumer purchasing patterns are crucial in the market since consumers make endless purchases every day. Many consumer purchasing decisions are examined in depth to address questions about what people buy, where they buy, how and how much they buy, when and why they buy. Market analysts can look into actual consumer purchases to see what they buy, where they buy, and how much they spend.

This study focused on factors that influence customer purchasing behavior. The factors are Comfortability, Purchase Intention, Attractiveness, Convenience, Easy Acceptability, Customer Satisfaction and Reliability. It was also concluded that a customer has an impact at various ages and phases of life. Consumer buying behavior is also influenced by purchase Intention and Customer satisfaction, and the consumer's environment plays a significant part in influencing the purchase choice. This study contributes to a better understanding of the factors that influence consumer purchasing decisions through digital marketing.

By taking steps in market segmentation based on the age categories of online consumer's, marketers can make use of their competitive advantage in this highly competitive environment. Marketing of specific age category products to related consumers can increase the sales and demand of the product to a great extent. The marketers should also ensure trust throughout the online platform. Most consumers value their privacy and they expect it from the online platform also. So the issue of security of customer's personal information is very important. The problem of data security can be solved by making sure the customer's data is safe and secure by providing encrypted security to the data.

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