



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

HOW DIGITALIZATION AND INFLUENCING FACTORS INFLUENCE CUSTOMER: AN ANALYSIS

Rohit Kumar (Research Scholar)

H.N-38 Sangam Vihar, Jmalpur Haridwar(249407)

Dr Jai Jayant (Assistant Professor) Department of Management

Himgiri Zee University, Dehradun

Abstract:

Digital marketing is playing important role in society and influencing people. Digital marketing has changed the way of purchasing, people are showing more interest in digital marketing if compare with traditional methods of buying product, it means some factors are influencing people for buying a product through digital platform and changing the preference of customer for buying a product through digital platform. So some factors are changing the preference of customers. In this research paper these factors will be identified and will check how these factors are changing the way of buying. In other words how people are shifting from traditional way of buying to digital way of buying. At present no need to go at any store physically, customer can buy any product through digital platform, which save the time and money of customer and also during covid-19, people can follow the rule of social distancing and safety precautions. Through this research paper we check the impact of factors like safety, social distancing, quality of product, price, easy availability of product, comparison options, credit options and psychological factors on customer.

Key Words: Digital marketing, preference, influencing factors.

Summary Statement:

At present time digital marketing is playing important role in the whole world, through this research paper some factors are identified and checked how these factors are changing the way of purchasing the product. This paper can help both organization and customer, how organization can approach maximum customer, how customer take advantage through digital channels and which type of infrastructure is needed for digital marketing.

Introduction

Digital technology is the medium through which the companies grow their business. The Digital channel is used for promoting product and services and to reach consumers is called digital marketing. The trends of digital marketing like mobility, social media, content marketing, search engine marketing and advanced analytics.

The use of technology such as digital banking (DB) in service innovation to meet client needs is best understood through its relationship to the service users and how they perceive the service (Baba, 2012). A theory in marketing studies is a logically self-consistent model that explains how related phenomena behave (Lee and Greenley, 2008). Marketing theory and models explore how some intrinsic and extrinsic factors shape customers' service perceptions and firms' profitability (Grönroos, 1982);

Customer believes other people's opinion when they post it on social media. It means that customers' behaviors are not only influenced by friends and family anymore, but also by unknown people on social media. Therefore, it is an opportunity for companies to create brand visibility and make their customers become brand advocates. Individuals have to abide by social influence. There exist three different mode of social influence: identification, compliance and internalization (Kelman 1958).

Social media generate, target, deliver communication. Advertisement will be based on searches and interest area of the customers. Digital Marketing Digital marketing is about finding distinctive approaches to show the correct substance and the correct advertisement to the customer at the perfect time. While print media and Television advertisement are still going strong but it has seen a drop in readership and viewership respectively, and individuals are changing from them to pay per views conveyed to them by online platforms like Netflix and Amazon Prime. Hence to reach the customer digital marketing is the key for future. There are three kinds of digital media that advertisers utilize on the internet: paid, claimed, and earned.

Paid: It is the media where you pay to advertise everything that you want to market such as Face book ads and Google Ad words.

Claimed: These are the digital mediums such as company's website, list of the customers that to whom company has send e-mails.

Earned: It includes all the shares of your advertisement in the blogs, social media accounts, WhatsApp, LinkedIn etc. These channels overlap with other digital mediums at the same time to make the marketing grid, and serve as the medium for interwoven network of digital marketing which can effectively communicate the brand to the consumers.

The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

Social media marketing is the new era of marketing, which gives a social platform for promoting of product and services. It is also known as e-marketing or digital marketing. This form of marketing is even more flexible and convenient when compared to the traditional media. Social media marketing provides for a better

interpersonal connectivity among the companies and the consumers, as under this form of marketing the consumers have been given the liberty to give instant feedbacks or raise their doubts and grievances.

According to study done by Indian Institute of e-Commerce, by 2021 India is expected to generate \$100 billion online retail revenue out of which \$35 billion will be through fashion e-commerce.

Amazon India: World leader e-commerce company Amazon has emerged as the topmost e-commerce in India as well, in last few years. With a wide range of products Amazon has also started focusing on their delivery service by providing delivery within one day to their customers. To counter its competitors, more than 8500 crores have been invested by Amazon global in Amazon India.

Flip kart: Founded in 2007 by Sachin Bansal and Binny Bansal, Flip kart is one of the best e-commerce companies in India. It has set a perfect example for all start up aspirants by growing a thousand times over a decade. Flip kart provides all kind of products, from products of basic-needs to stylish and luxurious products that are feasible. The market value of Flip kart is US \$15 billion presently.

Wal-Mart, one of the biggest retail corporations in the world, has bought a major share of Flip kart, the Indian e-commerce giant. The deal is an official one and Wal-mart is paying about \$16 billion for the 77% share that it is buying. The remaining share is retained by some of the old stakeholders including Binny Bansal, co-founder of Flip kart.

Snap deal: Started in 2010 by two graduates Kunal Bahl and Rohit Bansal, Snapdeal ranks third in the top ten lists of e-commerce companies. Headquartered in New Delhi, Snap deal provides a wide variety in its products along with attractive daily local deals such as on restaurants, spas, travelling apps etc.

Pay tm: As the acronym suggests 'payment through mobile', it enables you to make payments online through its e-wallet. This Delhi based e-commerce brand was commenced in 2010 but it witnessed boom in the year 2016. Because of Demonetization and government's support for Digital India, in last two years it has achieved more than 300% year-on-year growth.

Jabong: Launched in the year 2012, this e-commerce major basically deals in fashion products. It provides a range of around 300 brands for kids, men and women by keeping in mind about today's trend.

EBay: Basically an American MNC, eBay is also one of the prominent e-commerce companies in the world. It has diversity of products and one of the add-on features is that it lets you to sell or buy your used or second-hand product on biddable rates

Shop clues: Rendering exciting and jaw-dropping deals every day, this e-commerce company was commenced by Sandeep and Radhika Agarwal. Delivering products to over 3000 pin codes, Shop clues has associated more than 5 lakh sellers with itself.

Literature Review

Nikhil Monga (2020) concluded that the social advertisement campaigns can be made more popular among youth by the ways like: the message/theme of the campaigns should be effective so as to mark a deep impression on the thought building process of youth. The celebrity who is casted in the ad campaigns must be appealing/ acceptable to the youth and should have a good public image. The message provided by the campaign should be clear by which campaigns are presented should build interests of people. The content is the central point of a campaign, if it is not shown in a subtle manner; the main aim of the campaign should not be defeated. The ads should be presented at appropriate time, in accordance with the need and the nature of the ads

Kushboo Rajpurohit (2018), Social Media marketing has become a ubiquitous word in the 21st century. Various channels of social media marketing have facilitated an unprecedented growth in terms of customer interaction with the online marketers. Significant differences were observed in the behavior of males and female shoppers with respect to elements such as impact of apparel ads on social media over traditional media. Females always place a lot of importance on trying the apparel before concluding their final purchase decision. While both males and females place a greater value on Impulse buying and word of mouth while purchasing apparels online. Both genders find a lot of ease and convenience while buying apparels online through social media. While males place a significant importance on the website design features while purchasing products online, female buyers feel that risks of shopping online reduces drastically if they are familiar with the product they intend to search and buy. This study will serve as a guideline for various national and international marketers in applying social media marketing activities to promote their product, brand and push their sales.

Nufazil, (2014), conducted a research on “The impact of social media on consumers’ buying decisions”. Individuals pursue an active role in information search on social media comparing to mass media. Consumers analyze the past performance of product/services via social media by checking likes and dislikes for it. Consumers are of view that innovative firms use social media as their marketing tool. Public image of the company is also build through social media

Chaturvedi & Gupta, 2014, explains that one cannot afford to have no existence on the social channels if the competitor is making waves with its products and services. The detonation of social media phenomenon is as mind boggling as that and the pace at which it is growing is infuriating. International companies have recognized social media Promotions as a latent marketing platform utilized them with innovations to power their advertising campaign with social media marketing.

Assaad & Gomez, (2011) based on their study on “Social Network in Marketing (Social Media Marketing) Opportunities And Risks” state that business can take benefit through applying Social network marketing in order to cooperate with companies to achieve their goals. One of the most important advantages

of Internet based application is creating an interactive contact between stakeholders that enable businesses to get feedback directly from their customers. In parallel companies can gain benefits through social marketing: they can achieve a better understanding of the customer needs and then they can build effective associations with customers. Although social marketing is a common concept in business, there is a few numbers of people aware of its effective role in marketing.

Lovelock (2005) defined customer value as the worth of a specific action relative to an individual's needs at a particular time, less costs involved in obtaining those benefits. Customers demanded value for their money and if not provided customers turned their backs to business thus organizations must be concerned with providing good value to customers. Firms created value by offering services that customers required. Satisfied customers not only tend to return to buy but also talked about the service to others. Word of mouth referral was realised to be the most effective form of promotion. It cost nothing and carried a lot of credibility as it was based on personal experience.

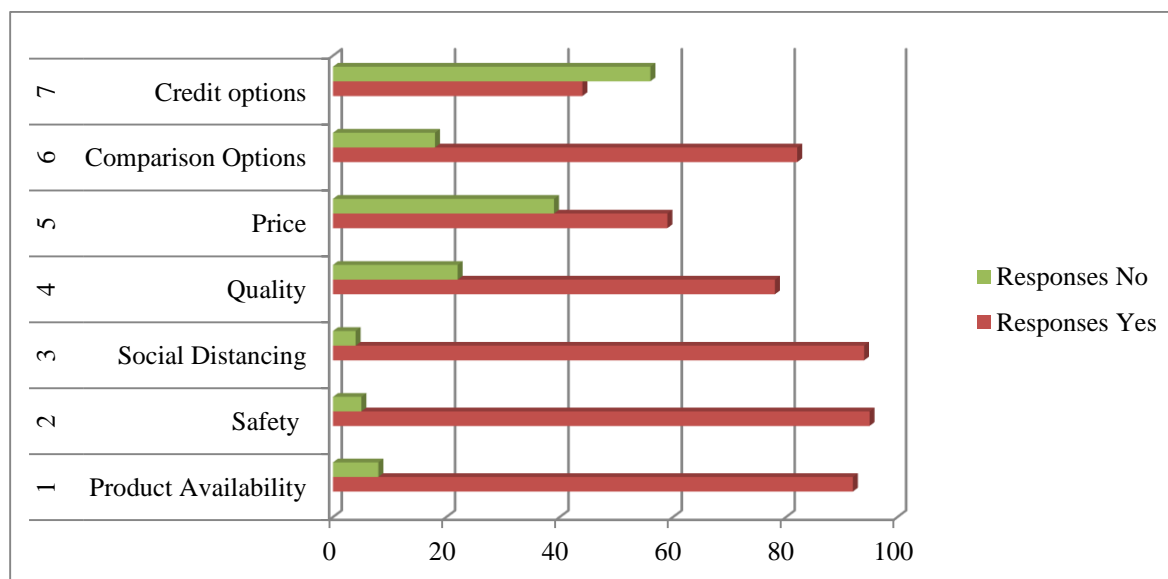
Research methodology

This research paper is based on both primary and secondary data. Primary data is collected through structured Questionnaire from Haridwar and roorkee city in Utrakhand through 100 respondents and with the help of probability sampling technique and secondary data is collected through magazine, research papers, and data available on internet.

Table-1

S.NO	Influencing Factors	Responses		percentage	
		Yes	No	Yes	No
1	Product Availability	92	8	92	8
2	Safety	95	5	95	5
3	Social Distancing	94	4	94	4
4	Quality	78	22	78	22
5	Price	59	39	59	39
6	Comparison Options	82	18	82	18
7	Credit options	44	56	44	56

Source: Field Survey



Both male and female respondent participate in this study, 52 male respondent and 48 female respondent respond the answer. 42% respondents are graduate and 47% respondent's qualification are more than graduation, it means respondents are well qualified and can take decision independently. This research shows that 92% respondents are satisfied with product availability on digital platform, which show that good product range available on digital platform. At present safety is major concern for the society due to covid-19 pandemic, so 95% respondents are satisfied with safety on digital platform and feel safe with digital marketing, 94% respondents think that through digital platform they can follow the rule of social distancing. 78% respondents are satisfied with quality, 59% respondents are satisfied with price available on digital platform and 82% respondents are satisfied with comparison options available on digital platform on digital platform, this data show that these factors change the preference of customers on digital platform.

Findings:

- 92% respondents are satisfied with product availability through digital platform.
- 95% respondents are satisfied with safety on digital platform.
- 94% respondents agree that they can follow social distancing with the help of digital platform.
- 78% respondents are satisfied with quality.
- 59% respondents agree that products are available on digital platform with right price.
- 82% respondents are satisfied with product comparison options available on digital platform.
- Only 44% respondents are satisfied with credit options available on digital platform.

Conclusion:

This research show that more than 90% respondents are satisfied with product availability, safety, social distancing and 78% respondents are satisfied with quality of the product, which is available on digital platform; product comparison also important factor which change the preference of the customer and another factor is product availability on digital platform. This research gets the mix response of respondents for credit option available on digital platform so this research states that product availability, social distancing, safety, quality, product comparison change the preference of customers but mix response of credit option available on customer preference. So this result show that digitalization change the preference of the customer and these factors like product availability, safety, social distancing, quality of the product, sift customer's from traditional marketing to digital marketing.

Reference:

- D.M Arvind Mallik (2017) Impact of digital marketing on youth buying behavior at Big Bazaar in Udupi, Vol-3, Issue-8.
- Afrina Yasmin & Sadia Tasneem & Kaniz Fatema, (2015). " Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study," International Journal of Management Science and Business Administration
- Shalaka Ayarekar(2015), Impact And Effectiveness Of Social Media Advertising On Young Working Women's Buying Behaviour With Reference To Consumer Electronics -A Study Of Selected Cities In Maharashtra And Gujarat.
- Upasan Kanchan (2015). A study of online purchase behavior of Consumers in India, ICTACT Journal of management Studies, Vol.01, Issue.03.
- (Ioana Alexandra Benea Vienna, (2014), Influences of Social Media on the Tourism and Hospitality Industry
- Weisberg J., Dov T., and A. Limor (2011), "Past purchase and intention to purchase in e-commerce: The mediation of social presence and trust", Internet Research, Vol. 21 (1), pp. 82-96.
- Wakefield, R.L. , Stocks, M.H., Wilder, W.M. (2004). The role of website characteristics in initial trust formation. Journal of Computer Information Systems, 45(1), 94-103.
- Wang Yi- Shun, Tzung- I Tang and Jeung- Lai Eddie Tang (2001). An instrument for measuring customer satisfaction toward websites that market digital products and services. Journal of Electronic Commerce Research, 2(3), 89-102.
- Nicosia F. M.(1966), "Consumer Decision Processes: Marketing and Advertising Implications", Prentice Hall, pp. 65-75.
- Biplab S Bhowse, Digital marketing, Marketing Management Himalaya Publishing House, 2009 Pg 626-659.