



ISSN: 2230-9926

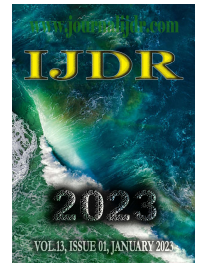
Available online at <http://www.journalijdr.com>

# IJDR

International Journal of Development Research

Vol. 13, Issue, 01, pp. 61491-61495, January, 2023

<https://doi.org/10.37118/ijdr.26232.01.2023>



RESEARCH ARTICLE

OPEN ACCESS

## ROLE OF INTERNET IN MARKETING TOOLS AND CONSUMER ENGAGEMENT

Abhishek Kumar Gautam\*<sup>1</sup>, Jyoti Chandravanshi<sup>2</sup> and Prof. Sukanta Kumar Baral<sup>3</sup>

<sup>1</sup>Research Scholar, Department of Commerce, Indira Gandhi National Tribal University, Amarkantak M.P. India

<sup>2</sup>Research Scholar, Department of Economics, Indira Gandhi National Tribal University, Amarkantak M.P. India

<sup>3</sup>Professor, Department of Commerce, Indira Gandhi National Tribal University, Amarkantak M.P., India

### ARTICLE INFO

#### Article History:

Received 17<sup>th</sup> November, 2022

Received in revised form

29<sup>th</sup> November, 2022

Accepted 09<sup>th</sup> December, 2022

Published online 25<sup>th</sup> January, 2023

#### KeyWords:

Internet, Marketing tool, Consumer engagement, Consumers' education qualification.

#### \*Corresponding author:

Abhishek Kumar Gautam

### ABSTRACT

In an edge-to-edge competitive environment, companies and organizations want to keep their loyal consumers with them and also want to mobilize potential consumers to engage with themselves. With the emergence of the internet, the best way to retain and attract consumers is to engage them with some media and content. Everyone is saying that the consumer is the king of today's market, but we can make them feel with the internet's help by taking suggestions and accepting feedback. The article aims to find the impact of internet in marketing tools, the impact of marketing tools on consumer engagement. The Researcher also tried to explain the relationship between consumers' education qualification and internet marketing and the effect of education qualification on the marketing tool and consumer engagement. The research focuses on how the traditional market was redefined with the introduction of the internet.

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Citation: Abhishek Kumar Gautam, Jyoti Chandravanshi and Sukanta Kumar Baral. 2023. "Role of internet in marketing tools and consumer engagement", International Journal of Development Research, 13, (01), 61491-61495.

## INTRODUCTION

We are living in the era of the Internet, where it is impossible to ignore the strength it possesses. The internet connects people all across the world. Internet access is utilized to see the whole world as a single community reacting, affecting and impacting each other. For today's enterprises, the Internet has emerged as a crucial tool. Nowadays, all commercial organizations use it in some capacity (Yannopoulos, 2011). The Internet has evolved in two phases one is where firms adopted the internet in expectation of benefits, and in the second phase, these expectations are given way to reality (Sultan & Rohm, 2004). Traditional marketing has less reach, with a lot of expenditure associated with it. Innovations in digital telephone networks, interactive cable television, personal computers, online services, and finally, the Internet are shaping the information superhighway (Paul, 1996). It is a cost-effective way to deliver a message promptly, which can help you receive feedback instantly. With so many advantages associated with internet marketing, the tool is advantageous for both consumers and marketers. The consumer can access a wide variety of products sitting in a place while the marketer can provide all the information with minimum cost and maximum reach. The marketing industry, among other crucial economic sectors, has been restructured thanks to new internet-based, synchronous communication technology. Internet marketing has produced outstanding results for various firms since it is affordable, adaptable,

quick, and has an unmatched global reach (Yurovskiy, 2014). Brand loyalty, relationship marketing, concentric marketing, marketing orientation, customer relationship management, and social networks are a few examples of relational frameworks that can be used to analyze consumer interaction (Schultz & Peltier, 2013). Internet marketing positively influences the consumers' purchase intention, and intention leads to consumer engagement (Nguyen et al., 2020). Online brand community increases the self-brand image, leading to consumer engagement and brand loyalty (Islam et al., 2018). It is possible to trigger and influence consumers' engagement through social relations and content exchanged, which occur in the virtual brand community (Habibi et al., 2014). It can be seen that social and structural bonds have a direct or indirect impact on consumer engagement via affective commitment, while financial bonds impact consumer engagement indirectly via affective commitment (Hu & Chaudhry, 2020).

## REVIEW OF LITERATURE

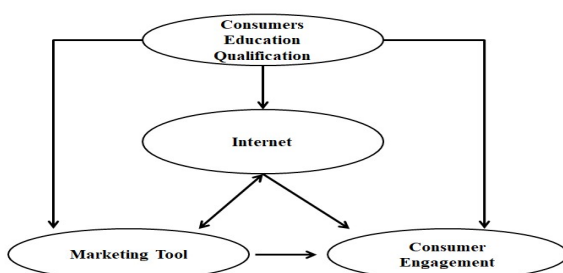
Nguyen et al. (2020) explained that social media marketing positively influences consumer purchase intention and engagement. Hollebeck & Macky (2019) explained that with the introduction of digital content marketing, consumers' brand engagement and belief are at the top. They explored consumer-based antecedents and their three-tier consequences. In the first tier, with over many interactions trigger

brand-related sense-making. In the second tier, sense-making triggers the belief and the brand attitude. In the third tier, attitude stimulates the value-based consumer and firm-based brand equity. Dissanayake et al. (2019) discussed that modern marketing tools such as ICT (Information and Communications Technology) could intensively connect consumers. They also explained the use of the internet in consumer engagement via digital text. Lima et al. (2019) explained that mere participation or involvement doesn't constitute consumer engagement. It is a complex process that depends upon the context and requires previous and subsequent approaches to manifest. Islam et al. (2018) applied the congruity theory and found that self-brand image congruity & value congruity directly affects consumer engagement. They also observed that consumer engagement is directly related to brand loyalty. Farook & Abeysekara (2016) examined the effect of social media on consumer engagement. Social networking sites provide a direct connection between consumers and customers as well as between consumers and marketers. Marketers must use the kind of media and content to engage more online consumers. Della Corte et al. (2015) concluded that marketing innovation in web tools could directly influence consumer involvement in service creation. Businesses can use web technologies, social media, blogs, and other online communication tools to improve customer relationships by engaging them in leisure activities and tracking their participation. Elsharnouby & Mahrous (2015) explained five e-services, i.e., efficiency, system availability, privacy, responsiveness and compensation, significantly affect the attitude towards the website and enable the online co-creation experience. Wirtz et al. (2013) recommended that companies be proactive in developing online brand communities as they will lead to a deep understanding and clear thought about how customers perceive the products and services. Sashi (2012) published a model that defines consumer engagement as a cyclic process revolving around connection, retention, commitment, advocacy and engagement with the help of the internet and interactive aspects of web 2.0 technologies. Sinha et al. (2011) experimented by exposing consumers to corporate blogs for a fixed time to increase the consumer knowledge and emotional level of consumer about a particular brand. Ahuja & Medury (2010) explained that corporate blogs could induce current and potential consumer engagement, which can also increase participation by commenting on the related posts. The number of posts and relational posts can influence greater attention. Füller & Matzler (2007) said that consumers could be virtually integrated into companies' innovation process with the help of new interaction tools. Sawhney et al. (2005) discussed that the internet is the most potent weapon for co-creating value with customers. They explained the internet's multiple capabilities, such as influencing consumer engagement, interactivity, enhancing reach, persistence, speed and flexibility.

### Objectives

- To determine the role of consumers' educational qualifications and income on the adoption habit of the internet and consumer engagement.
- To analyze the effect of the internet on marketing tools.
- To analyze the outcome of the internet on consumer engagement.
- To study the impact of marketing tools on consumer engagement.

### Conceptual Framework



Source: Author's Compilation

### Hypotheses

- H<sub>01</sub>:** There is no impact of individual Educational Qualification & Income on the adoption habit of the internet.
- H<sub>02</sub>:** Individuals' Education and Income have no impact on consumer engagement.
- H<sub>03</sub>:** The internet and marketing tools do not significantly interact.
- H<sub>04</sub>:** The internet and customer engagement do not significantly correlate.
- H<sub>05</sub>:** Marketing tools and consumer engagement do not significantly correlate.

## RESEARCH METHODOLOGY

The research is exploratory and descriptive. The Researcher used the convenience sample method to conduct the survey. 150 questionnaires were given out for the study, and 95 yielded relevant data. Data were collected from the Gorakhpur district of Uttar Pradesh in November. Informants from this sampling must be between the age of 18 and 44 and have utilized the internet for marketing purposes. SPSS 26 was used to analyse the responses.

## RESULTS & DISCUSSIONS

**Table 1. Reliability Analysis**

Cronbach's Alpha	N of Items
0.852	30

### Descriptive analysis

**Table 2. Gender Description**

Particulars	Frequency	Percent
Male	50	52.6
Female	45	47.4
Total	95	100

Table 2 shows the details of male and female participants, which are almost equal. This shows no discrimination based on gender among the study participants.

**Table 3. Age Description**

Particulars	Frequency	Per cent
18-24	26	27.4
25-31	51	53.7
32-37	13	13.7
38-44	5	5.3
Total	95	100

In Table 3, the researcher compiled data from the younger to older generations. Over 30% of participants are of Generation Z, more than 50% in the 25 to 31 age range, and 5% in the over-40 range. As a result, the Researcher made an effort to account for participation from all age groups.

**Table 4. Educational Qualification Description**

Particulars	Frequency	Per cent
Graduate	21	22.1
Postgraduate	50	52.6
Ph.D.	24	25.3
Total	95	100

Participants of graduates, postgraduates, and Ph.D. are displayed in Table 4. More than 50% of responders have advanced degrees. So, in this approach, the Researcher seeks to provide participants with basic technological familiarity.

**Table 5. Income Description**

Particulars	Frequency	Per cent
Below 30000	51	53.7
30001-50000	21	22.1
50001-70000	10	10.5
70001-90000	8	8.4
90000 above	5	5.3
Total	95	100

Table 5 shows that the participants come from various income categories, with more than 50% earning less than 30,000 per month and over 14% earning more than 70,000 per month. Every income category is included in the research.

**Hypotheses Testing**

**H<sub>01</sub>:** There is no impact of individual Educational Qualification & Income on the adoption habit of the internet.

**Table 6. Levene's Test of Equality of Error Variances<sup>a,b</sup>**

Variable	Levene Statistic	df1	df2	Sig.	
Fintech	Based on Mean	1.946	10	81	0.05
	Based on Median	1.696	10	81	0.096
	Based on the Median and with adjusted df	1.696	10	61.45	0.102
	Based on trimmed mean	1.931	10	81	0.052

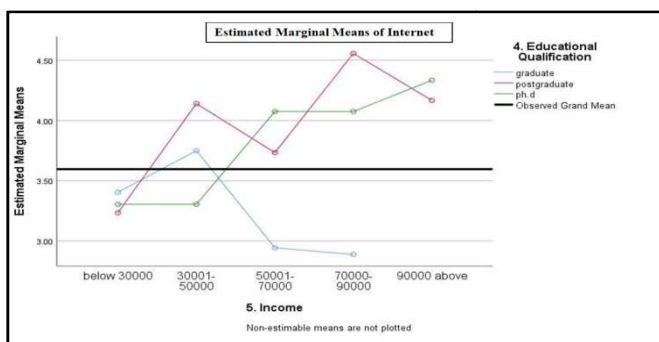
Tests of the null hypothesis show that the dependent variable's error variance is equal across groups.

- a. Dependent variable: internet
- b. Design: Intercept + Income + Educational Qualification + Income \* Educational Qualification

**Table 7. Tests of Between-Subjects Effects**

Dependent Variable: internet					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	16.476 <sup>a</sup>	13	1.267	3.03	0.001
Intercept	433.278	1	433.278	1036.007	0
Income	3.341	4	0.835	1.997	0.003
Educational Qualification	1.707	2	0.853	2.041	0.037
Income *	5.598	7	0.8	1.912	0.048
Educational Qualification					
Error	33.876	81	0.418		
Total	1279.053	95			
Corrected Total	50.352	94			

a. R Squared = .327 (Adjusted R Squared = .219)



Source: Generated through SPSS (Two-way ANOVA Test)

**Figure 2. Estimated Marginal Means of internet**

The following are the findings of the two-way ANOVA employed by the Researcher to analyze the hypothesis mentioned above.

The assumption of data homogeneity for the two-way ANOVA is satisfied, as shown in Table 6. Where the p-values of Income, Educational Qualification, and Income+Educational Qualification are 0.096, 0.102, and 0.052, respectively, which were greater than 0.05. Table 7 displays the variance between the dependent and independent variables, with the results of Income being  $f(4, 0.835=1.997) p=0.003$ , Educational Qualification being  $f(2, 0.853=2.042) p=0.37$ , and the combined effect of Income and Educational Qualification being  $f(7, 0.800=1912) p=.048$ . This indicates that an individual's income and education significantly impact their use of internet services. Figure 3 reflects the trend of internet adoption based on Educational Qualification and Income level.

**H<sub>02</sub>:** Individuals' Education and Income have no impact on consumer engagement.

**Table 8. Levene's Test of Equality of Error Variances<sup>a,b</sup>**

Variable	Levene Statistic	df1	df2	Sig.	
Consumer engagement	Based on mean	0.999	10	81	0.552
	Based on Median	0.799	10	81	0.63
	Based on the Median and with adjusted df	0.799	10	58.264	0.63
	Based on trimmed mean	0.944	10	81	0.598

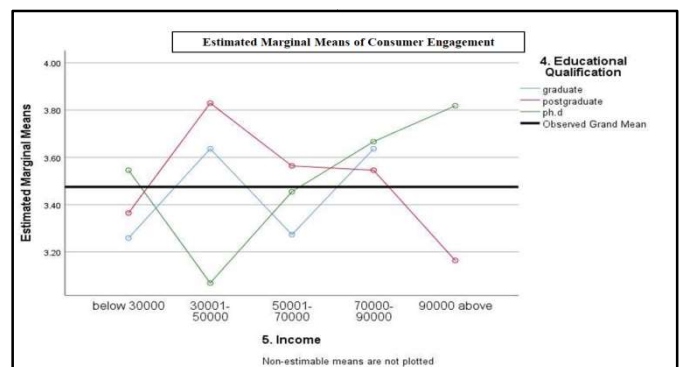
Tests of the null hypothesis show that the dependent variable's error variance is equal across groups.

- a. Dependent variable: consumer engagement
- b. Design: Intercept + Income + Educational Qualification + Income \* Educational Qualification

**Table 9. Tests of Between-Subjects Effects**

Dependent Variable: consumer engagement					
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	4.771 <sup>a</sup>	13	0.367	1.46	0.151
Intercept	383.547	1	383.547	1526.296	0
Income	0.256	4	0.064	0.255	0.006
Educational Qualification	0.018	2	0.009	0.036	0.044
Income *	2.612	7	0.373	1.485	0.034
Educational Qualification					
Error	20.355	81	0.251		
Total	1172.254	95			
Corrected Total	25.126	94			

a. R Squared = .190 (Adjusted R Squared = .060)



Source: Generated through SPSS (Two-way ANOVA Test)

**Figure 3. Estimated Marginal Means of consumer engagement**

Table 10. Correlation between Variables

	Marketing Tools (Pearson's Correlation) R	Internet (Pearson's Correlation) R	Consumer Engagement (Pearson's Correlation) R
Marketing Tools		0.540**	0.516**
Internet	0.540**		0.579**
Consumer Engagement	0.516**	0.579**	

\*\* Correlation is significant at the 0.05 level (two-tailed)

## Regression Analysis

Table 11. Regression Analysis of Variables

S.no	Variables	R square	Variance (R)	F	Beta	Durbin-Watson
(i)	Independent - Internet	0.292	29.20%	38.286	0.421	1.894
	Dependent- Marketing Tools					
(ii)	Independent variable- Internet	0.336	33.60%	46.964	0.820	2.096
	Dependent- Consumer Engagement					
(iii)	Independent - Marketing Tools	0.266	26.60%	33.724	0.570	2.253
	Dependent- Consumer Engagement					

For analysis of the hypothesis mentioned above, two-way ANOVA was used by the Researcher, and the results are as follows: In Table 8, the assumption of data homogeneity for the two-way ANOVA is demonstrated by the p-values of Income, Educational Qualification, and Income+Educational Qualification, which were each more than 0.05 and indicated that the data were homogeneous. Table 9 depicts the variance between the dependent and independent variables. The income outcomes were  $f(4, 0.064 = .255) p = 0.006$ , and educational qualifications were  $f(2, 0.009 = .036) p = 0.044$ . The combined effect of income and educational qualification was  $f(7, 0.373 = 1.485) p = .034$  in all cases. This indicates that income and educational qualification significantly impact consumer engagement.

**Correlation Analysis:** Using a 0.05% level of significance, Table 10 demonstrates an R-value of 0.540 as the link between marketing tools and the internet, 0.516 as the association between marketing tools and consumer engagement, and 0.579 as the association between consumer engagement and the internet. It strongly correlates with customer engagement, the internet, and marketing tools.

Table 11 shows the Regression analysis among study variables. With an R square coefficient of 0.292, an F value of 38.286 and a beta value of 0.421, the first scenario includes the adoption of the internet as an independent variable and marketing tools as a dependent variable. Similarly, the internet trend of 0.336 served as the independent variable. In the third case, the independent variable was marketing tools, with consumer engagement as a dependent variable. According to the findings, the R<sup>2</sup> value is 0.336, the F value is 46.064, and the unstandardized beta value is 0.820. Results indicate an R<sup>2</sup> value of 0.266, an F value of 33.724, and an unstandardized beta value of 0.570, all of which are significant at the 5% level because the P value is more than 0.05. Durbin-Watson value was 1.894, 2.096, and 2.253, respectively. Durbin-Watson value was used for the multicollinearity. The obtained value was between 1.5 and 2.5, which is the acceptance range for that as per the doctrine of statistics. The p values were .000 (i), .000 (ii), and .000 (iii), respectively, which means that the final model was the fit and significantly independent variable ability to predict the dependent variables. Therefore, the model shows a good fit. Overall Results indicate that the internet positively impacted individuals' marketing tools and consumer engagement.

The Third hypothesis, H<sub>03</sub>: "The internet and marketing tools do not significantly interact." Results of the test represented through the following table 11 confirm or validate the predictor variable of internet significantly predicted marketing tools H<sub>03</sub> (Adj. R<sup>2</sup>=0.292 F=38.286, Beta= 0.421, Durbin Watson=1.894, Sig=0.000) based on the results " There is no significant relation between internet and marketing tools" was rejected. The Fourth hypothesis, H<sub>04</sub>: "The internet and customer engagement do not significantly correlate." The hypothesis that there is no significant relationship between the

internet and consumer engagement was rejected based on the test results shown in Table 11 of regression, which stated that "Results of the test represented in Table 11 of regression confirm or validate that the predictor variable of internet significantly predicted consumer engagement H<sub>04</sub> (Adj. R<sup>2</sup>=0.336, F=46.964, Beta=0.820, Durbin Watson=2.096, sig=0.000). The Fifth hypothesis, H<sub>05</sub>: "Marketing tools and consumer engagement do not significantly correlate." Results of the test, which are shown in Table 11, confirm or validate that the predictor variable, marketing tools, significantly predicted consumer engagement. The null hypothesis, "There is no significant relationship between marketing tools and consumer engagement," was rejected based on the results of the test.

## Interpretation & Conclusion

To understand how the internet affects marketing tools and consumer involvement, the Researcher used an exploratory analysis approach in this study. A questionnaire was created for this process, and 95 respondents' data were collected via Google Forms. The reliability was tested using Cronbach alpha (0.852), and a positive value was found. Following that, two-way ANOVA was used to evaluate H<sub>01</sub> AND H<sub>02</sub>, and it was discovered that income and educational background substantially impact customer participation online. The H<sub>03</sub>, H<sub>04</sub>, and H<sub>05</sub> were tested using correlation and regression, and all three hypotheses were shown to be false. Overall, the Researcher discovered that the internet had a favorable impact on consumer engagement and marketing tools.

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