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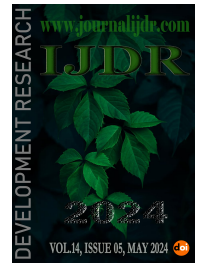
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RESEARCH ARTICLE

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VIRTUE OF DIGITAL MARKETING IN THE CURRENT SCENARIO: AN EMPIRICAL STUDY

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ABSTRACT

Digital Marketing means attracting and interacting with customers, and allows customers through the internet with the help of electronic devices/ digital media. The purpose of the study is to study the buying behavior of the consumer while purchasing the products as well as services digitally, to examine the perception of consumers about digital shopping, and to identify the level of satisfaction with digital shopping. This study has been conducted among the consumers of Ganjam District. The convenience sampling method has been used to select the sample. The Primary data have been collected from 150 responses by questionnaire. The collected data have been analyzed by percentage methods, chi-square, and weighted average methods. The major finding of the study is the majority of the respondents mostly prefer to make payment by cash on delivery. Finally, this study concluded that digital marketers are giving more focus in terms of making awareness, branding, and trying to offer the facilities which the consumers expected to avail according to their convenience. In the future, consumers' buying behavior supports the movement of fashion and taste, according to the changing need, digital marketers to market their products and services digitally in a more profitable manner should focus on these areas.

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INTRODUCTION

Today's generation is digital. The origin of the internet has been the biggest innovation of the century and the internet has been proven to be the most powerful digital media for sharing thoughts with a single fingertip to the whole world. Digital marketing is a set of powerful tools and methodologies used for promoting products and services through the internet. With the growth of digital shopping, general retailers also make available their products on social media, marketing sites, and display advertising to capture the market. Now the purchasing habit changes offline to online from the comfort of one's home, office, or cyber café or anywhere from any corner of the globe. Online shopping is commonly understood as the media through which goods are purchased digitally with the help of the internet. Digital marketing is one type of marketing now it is widely used to promote products or services and try to reach consumers using digital channels. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing, and many other forms of digital media. Through digital media, consumers can access information at any time and any place where they want with the presence of digital media. Digital Marketing has gained popularity over a couple of years throughout the world. Digital marketing embodies an extensive selection of service, product, and brand marketing tactics which mainly use the Internet as a core promotional medium in addition to mobile and TV, and radio. At present time Digital Marketing is the new pattern of shopping in India. The Internet changes our lifestyle and also changes the style of shopping.

Statement of the Problem: In the current scenario, with more advancement in information technology, today's innovation enhances digital marketing. Besides increasing the purchasing power or preferences changing rapidly among the public, drastic changes have happened in the standard of living of people, working time, the pattern of working, development of nuclear family pattern culture, and time constraint. People come across or face various problems and challenges while purchasing products and services through the internet. i.e. digitally and get the benefit of easy purchase, any time purchase the products with the support of the internet by way of mobile, computer, laptop, tablet, iPod.etc. Thus, this study tries to analyze the online buying behavior of consumers toward Digital Marketing.

Need for the Study: Digital marketing connects with its customers frequently online. In today's world digital marketing is extremely important. Digital marketing frequently brings astonishing changes in buying behavior and influences many factors of buying behavior. To match the needs of customers it is realized to study the need for digital marketing and its impact on buying behavior of customers.

Objective of Study: In the era of globalization, electronic marketing is a great revolution. Over the last decade, the modern era of digital marketing has increased its importance and is running with technological change. Online shopping or Digital marketing is the use of technology (i.e., computer) for better marketing performance.

- To study the impact of digital marketing on consumers' buying behavior.
- To examine the usefulness of digital marketing in the competitive market.
- To ascertain the satisfaction level of consumers towards Digital Marketing.

REVIEW OF LITERATURE

After the evolution of the internet and digital technologies, there has been a drastic change in consumers' want and need. Now consumers interact directly digitally with brands and share their opinions and preferences openly in public. Availability of brands for customers to be more accessible and available on multiple websites for attracting more customers to interact and communicate easily (Goel, 2020, Reynolds and Hyman, 2020). The effective use of digital marketing for communication is only for brand promotion and awareness to lead a better position. (Melovic, Jacovic, Vulic and Dudic, 2020). Marketing is changed from time to time as per changes that occur in technological, economical, political, and social trends (Rust, 2020). Kaaur & Sandhu (2017) examined in their study, the opportunities and threats faced by digital marketing in developing countries by observing problems related to awareness and other problems facing digital marketing. In developing countries like India, the growth and challenges of digital marketing are discussed specifically. Harika (2018) in his study observed and examined that now the internet is a vital part of a consumer's life. He observed that people preferred digital marketing more than offline marketing. The recent situation is in the current world that people may not get pure water to drink but a Smartphone or android phone available with them Paul et al (2018). Now a day's digital marketing affect the life of people, habit, working time and purchases. So society is driven by digital technology. Sharad Madhukar Dashaputre (2011) observed in his study "A Study of the growth of internet marketing in Indian Scenario" and concluded that an increase in the use of the internet and mobile increases the growth of digital marketing. Al-Debai et al (2015) observed the consumer's attitude toward online shopping in Jordan. He verified with the help of a well-structured questionnaire through online surveys, targeting online shoppers.

This study found that the attitude of the online consumer is determined by trust. R Shanthi and K Desti (2015) researched to know the type of products purchased through online shopping and identify the factors which are influencing online buying behavior. This study found that consumers' perception of online shopping varies from individual to individual with the availability of proper internet connectivity. The study concludes that most youngsters are attached very much to digital/online shopping. K.M. Makhitha (2014) in his study observed and examined the factors which are influencing the young generations and their attitude toward online shopping. A survey method was used for this purpose to explore the attitude of the younger generation of a university towards online shopping. K Gangeshwar (2013) explained in his journal E-Commerce is set to play a very important role in the 21st century. Digital marketing permits the customers to keep up-to-date company information. Bhatt, A (2014) has focused on his study of the attitudes of consumers towards online shopping based on consumers' behavior, beliefs, preferences, opinions, and patterns of online shopping. The study concludes that online shopping gaining more popularity among people, especially among the younger generation. S Sahney et al (2008) verify the various aspects of online shopping in the modern-day environment and identify those development factors that affect the development of attitudes towards online shopping. He tries to identify the consumer's requirements concerning online shopping websites. His study reaches the logical conclusion that most consumers prefer online shopping. Z M.Jusoh and G H Ling (2012) have examined the consumer's attitude toward online shopping and how the socio-demographic factors affect the consumer's attitudes towards online shopping. To study the above problems he takes nine hypothesis statements for testing and among nine hypotheses statements four statements are rejected and five statements are

accepted. Raman, Prashant (2014) examined in their study what factors affect female buying behavior and what are that factors influence the female shopper's attitude towards online shopping with the help of a well-structured questionnaire and conduct a survey among the female online customers. This founds that female consumers' convenience is the biggest factor that influences their buying behavior.

RESEARCH METHODOLOGY

This study has been conducted among the consumers who belong to the Ganjam District. The study is descriptive. In this study, a convenience sampling method has been used to determine the sample. Both primary and secondary data have been used. The primary data has been collected by questionnaire and the secondary data has been collected from various journals, magazines, and Web sites, etc. for this study 150 respondents were taken as a sample size. The collected data was analyzed by various statistical tools like the percentage method, chi-square, and weighted average method.

ANALYSIS AND INTERPRETATION

Table number 1 was drawn to understand the socio-economic background of the respondents and it was found that out of the total sample (n=150), 58.7 percent consisted of males and 41.3 percent of females. Further the age group was divided into four categories and observed that more than half 68 percent of respondents were below 30 years of age, and 58 percent belonged to the age group of 31 to 40. The education level was divided into five categories i.e. Illiterate, Up to HSC, Diploma, Graduate, and Post Graduate.

Table 1. Demographic Profile of Respondents

Variables	Classifications	Frequency	Percentage
Gender	Male	88	58.7
	Female	62	41.3
	Total	150	100
Marital Status	Unmarried	62	41.3
	Married	86	57.3
	Total	150	100
Age	Below 20 Years	22	14.7
	21-30 Years	68	45.3
	31-40 Years	58	38.7
	41-50 Years	2	1.3
	Total	150	100
Educational Qualification	Illiterate	6	4.0
	Up to HSC	20	13.3
	Diploma	28	18.7
	Graduate	76	50.7
	Post Graduate	20	13.3
Total	150	100	
Occupation	Govt. Employee	18	12.0
	Private Employee	92	61.3
	Professional	2	1.3
	Business	16	10.7
	Others	22	14.7
Total	150	100	
Monthly family income	Below 10,000	8	5.3
	10,001 to 20,000	78	52.0
	20,001 to 30,000	30	20.0
	30,001 to 40,000	10	6.7
	40,000 and above	24	16.0
Total	150	100	
Source of online shopping	Advertisement	28	18.7
	Friends	64	42.7
	Relatives	18	12.0
	Social Media	36	24.0
	Others	4	2.7
Total	150	100	

Source: Primary Data

It was observed around 76 percent of respondents were graduates, 20 percent were masters, and 20 percent had a diploma. The family

monthly income was divided into five categories; it was observed around 78 percent from 10,001 to 20,000, and 30 percent were in the income group 20,001 to 30,000. I have categorized occupations into five categories i.e. Govt. Employee, Private Employee, Professional, Business and others, it was observed that more than 92 percent of respondents were Private Employees, 18 percent of respondents were Govt. Employees and 16 percent of them were business. We have also categorized the sources of online shopping of respondents in the same five categories i.e. advertisements, Friends, Relatives, Social Media, and Others. It was observed that more than half 64 percent of respondents were from friends, 36 respondents were from social media, and 28% of them were from Advertisements.

Chi-Square Test-Hypothesis

H0: There is no significant difference between occupation and satisfaction level of consumers digitally towards digital marketing.

H1: There is a significant difference between occupation and satisfaction level of consumers digitally towards digital marketing.

Table 2. Occupation and satisfaction level of consumers

Occupation	Dissatisfied	Neutral	Satisfied	Total
Government Employee	4 (8.0%)	14 (17.9%)	0 (0.0%)	18 (12.0%)
Private Employee	30 (60.0%)	42 (53.8%)	20(90.9%)	92 (61.3%)
Professional	2 (4.0%)	0 (0.0%)	0(0.0%)	2 (1.3%)
Business	6 (12.0%)	10 (12.8%)	0(0.0%)	16 (10.7%)
Others	8 (16.0%)	12 (15.4%)	2 (9.1%)	22 (14.7%)
TOTAL	50 (100.0%)	78 (100.0%)	22 (100.0%)	150 (100.0%)

Source: Primary Data

The above Table number 2 reveals that among the total respondents, 17.9 percent of the respondents are government employees who are neutrally satisfied with online shopping. 90.9 percent of the respondents are private employees who are satisfied with digital shopping. 4.0 percent of the respondents are professional persons who are dissatisfied with digital shopping. 12.8 percent of the respondents belong to businesses that are neutrally satisfied with digital shopping. 16.0 percent of the respondents belong to other occupations, particularly students and housewives, who are dissatisfied with digital shopping.

Table 3. Occupation and satisfaction level of consumers

Factor	Chi-square	Degree of freedom	P Value	Remark
Pearson Chi-Square	16.795 ^a	8	0.032	significant

Source: Primary Data

The above Table number 3 reveals that the P value (0.032) is less than the Significant Value (0.05). Hence the null hypothesis is rejected. So there is a significant relationship between occupation and the satisfaction level of consumers.

Table 4. Types of products mostly purchased online

Particulars	Frequency	Percentage
Mobile and accessories	76	50.7
Books and magazines	16	10.7
Electronic Goods	32	21.3
Home Appliances	4	2.7
Personal care Products	10	6.7
Garments and Shoes	8	5.3
Others	4	2.7
Total	150	100.0

Source: Primary Data

The above Table number 4 reveals that 50.7 percent of the respondents are purchasing mobiles and their accessories digital. 10.7 percent of the respondents are purchasing books and magazines digital. 21.3 percent of the respondents are purchasing electronic

goods digital. 2.7 percent of respondents are purchasing home appliances products digital. 6.7 percent of the respondents are purchasing personal care products digital. 5.3 percent of the respondents are purchasing garments and shoes digital. 2.7 percent of the respondents are purchasing the products and services like food items and furniture, etc. through digital. Thus 50.7 percent of the respondents are purchasing mobiles and their accessories digital.

Table 5. Websites mostly used for online shopping

Particulars	Frequency	Percentage
Ebay.com	2	2
Flipkart	65	43
Amazon	65	43
Snap deal	12	8
Jabong	2	2
Company own website	4	2
Total	150	100.0

Table 6. Important attributes attracted

Particular	Frequency	Percentage
Time consumptions	20	13.3
Discount and offers	88	58.7
Easy to purchase	34	22.7
Affordable price	6	4.0
Compare with other products	2	1.3
Total	150	100.0

Source: primary data

The above Table number 6 reveals that 13.3 percent of the respondents are attracted to digital marketing attributes of time consumption. 58.7 percent of the respondents are attracted by digital marketing attributes of discounts and offers. 22.7 percent of the respondents are attracted to digital marketing attributes of ease to purchase. 4.0 percent of the respondents are attracted by digital marketing attributes of affordable price. 1.3 percent of the respondents are attracted to digital marketing attributes compared with other products' possibilities. Thus, 58.7 percent of the respondents are attracted by digital marketing attributes of discounts and offers.

Table 7. Mode of Payment

Mode of payments	Frequency	Percentage
Cash on Delivery	92	62.7
Credit Card	26	17.3
Debit Card	14	9.3
Online Payment	16	10.7
Total	150	100.0

Source: Primary Data

The above Table number 7 reveals that 62.7 percent of the respondents purchase the products through digital marketing as cash on delivery. 17.3 percent of the respondents purchase the products through digital marketing as credit cards. 9.3 percent of the respondents purchase the products through digital marketing as debit cards. 10.7 percent of the respondents purchase the products through digital marketing. Thus, 62.7 percent of the respondents purchase the products through digital marketing as cash on delivery.

Table 8. Consumers' opinions about online shopping-related statements

Online shopping-related statements	Mean Score	Rank
Shopping on Internet- its saves Time	2.87	8
Shop at any Time	3.29	2
Online shopping is Risky	2.81	9
Selection of Goods Available	2.75	10
Products Shown on the website are Actual & Accurate	2.93	5
Time required for product Delivery	2.91	6
Information about product Sufficient	3.13	3
Prefer Cash on Delivery	3.31	1
Product return to seller with easy Procedures	2.88	7
The necessity of Online Payment facilities	2.91	4

Source: Primary Data

The above Table number 8 reveals that the consumer's opinion about digital marketing-related statements such as 'Prefer Cash on Delivery' gets the first rank, 'Shop at any Time' gets the second rank. 'Information about products is sufficient' is got the third rank, 'Necessity of digital payment facilities' is got the fourth rank, 'Products Shown on very Accurate' is got the fifth rank, 'Long Time required for product Delivery' is got the sixth rank, 'Product return to seller with easy Procedures' is got the seventh rank, 'Shopping on the Internet its saves time' is got eight ranks, 'digital marketing is risky is got the ninth rank and finally 'Selection of goods availability' is the tenth rank. Thus the consumers' opinion about digital marketing- 'prefers cash on delivery has got the first rank.

Table 9. Consumers' satisfaction relating to online shopping features

Online shopping features	Mean Score	Rank
Discounts and Offers	4.05	1
Stay updated with products or services	3.79	2
Availability of Product Information	3.79	2
Description of Terms and Condition	3.37	7
Safety and Security	3.39	6
Visual Appearance of Websites	3.56	4
Mode of Payments	3.40	5
Packaging	3.24	8
Product Delivery System/24/7 Shopping	3.11	9
After-sales services	2.97	10

Source: Primary Data

The above Table number 9 reveals that consumers satisfaction relating to digital marketing features such as 'Discounts and Offers' is got the first rank, 'Stay updated with products or services /Searching products in the Websites' is got the second rank, 'Availability of product information is also got the second rank, 'Visual appearance in the websites' is got the fourth rank, 'Mode of Payments' is got the fifth rank, 'Safety and Security are got the sixth rank, 'Description of terms and conditions is got the seventh rank, 'Packaging' is got eight ranks, 'Product delivery System/24/7 Shopping' is got the ninth rank and finally 'After sales services' is got the tenth rank. Thus the consumers' satisfaction relating to online shopping features, 'Discount and offer' is first.

FINDINGS

- Most of the respondents, 58.7 percent are male, the majority of the respondents 57.3 percent are married, More number of the respondents 45.3 percent belong to the age group of 21-30 years, and a large number of the respondents 50.7 percent belong to educational qualification of under Graduate, Many of the respondents 61.3 percent belongs to the occupation of the private employee, a good number of the respondents 52 percent belongs to the family monthly income of Rs. 10001 to 20000, the largest part of the respondents 42.7 percent are coming to know about the digital marketing through friends.
- The majority of the respondents, 90.9 percent are private employees who are satisfied with digital marketing features.
- The Chi-square test results proved that there is a significant relationship between occupation and the satisfaction level of consumers.
- Most of the respondent's i.es 50.7 percent are mostly purchasing mobiles and their accessories online.
- The majority of the respondent's i.es 43 percent are mostly using Flipkart and Amazon websites for purchasing products online.
- Many of the respondent i.es 58.7 percent are attracted to digital marketing attributes of discounts and offers.
- The majority of the respondent's i.es 62.7 percent mostly purchases the products online digitally by cash on delivery mode of payment.
- The weighted average rank analysis method proved that the consumers' opinion about online shopping-related statements 'prefer cash on delivery' got the first rank out of 10 ranks.

- The weighted average rank analysis method proved that the consumers' satisfaction relating to digital marketing features 'discount and offer' got the first rank out of 10 ranks.

SUGGESTION AND CONCLUSION

In the current scenario, digital marketing is more popular with increasing usage of the internet. Understanding the consumer's needs and wants relating to digital marketing, has become a challenging task for marketers. Especially understanding the consumer's buying behavior towards digital marketing, making improvements in the factors that influence consumers to shop online, and working on factors that affect consumers to shop online, will help marketers to gain a competitive advantage over the others. Thus the online marketers have to focus on increasing awareness about their company and their product availabilities among all sectors, and segments of consumers, and give special discounts and offers to all segments of consumers according to their age groups in these areas. So that, their products may reach all age groups of consumers. Therefore this study finally concluded that if online marketers are giving more concentration in terms of making awareness, branding, and trying to create the facilities which are the consumers expected to avail themselves according to their convenience. In the future course of time consumers buying behavior may positively change and support. Digital Marketing is currently a promising industry with rapid career growth, increasing influences, and widespread activities. Digital Marketing is a fast-growing field not only in India but also around the world. Now a day's behavior of consumers is a changing factor and changing at a faster rate. So today's innovation became old after a few days. Digital marketing has no boundaries. Now digital marketing tools changed from humans to gadgets.

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