

Empirical Study on Consumer Attitude towards Digital Marketing



ISBN: 978-1-943295-11-1

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*Indian Economy is showing a striking trend in Digital Statistics according to one of the joint report, of **Internet and Mobile Association of India Kantar IMRB**, 'Internet in India 2017' in Feb 2018 the number of digital users was projected to achieve 500 million by June 2018. The reason behind it could be improvement in electronic devices, internet networks, processors etc. This digital enhancement has influence on Customer thus changing consumer behaviour. Aim of this article is to examine the attitude and factors influencing on Jalgaon City's consumer towards Digital Marketing and also their preferred medium for buying goods.*

Keywords: Striking Trend, Digital Marketing, Consumer Behaviour, Perceptual Response, Cognizance Level

1. Introduction

Digital media has overturned consumers engross with a brands. A consumer of the 21st Century plays a dynamic role in any economy. They are called as 'King of the Market' as without their demand producer won't have motives to produce. The economics of marketing is shifting at a fast pace, making traditional strategies and structures obsolete. For marketers, the traditional strategies are unsustainable. And therefore marketer had to make a call towards Digital Marketing as a more sustainable option rather than any traditional time-consuming process.

Through Digital Marketing, Marketers could breakdown real-time consumer behavioural information and could have consumer feedback continuously to improve and boost interactions. According to one of the surveys of IMRB, 1 out of 3 Internet users in India is a digital commerce shopper. Dr. S. Sivasankaran (2017) found that digital marketing businesses is flourished with growth rate as 30%, at the same time Indian Online advertising market is rising fast at 50% per year and it was stated to cross 1000 crores till 2020, moreover near about 60% percent of web users in the country visit virtual retail sites. Elena Nicosia (2017) stated that effective digital marketing is a basic part of forming strong brand awareness as well as recognizing and launching an actual customer-base for businesses. The key to attain the desired goals is to know target audience as well as defining the specifications of company's offerings, more over marketer should certify that the offerings are in line with the needs and wants of your potential customers. According to Elena Nicosia, Consumer perceptions play an enormous role in determining whether once brand would flourish or fail & consumer perceptions can change based on different creative marketing strategies the company hires. This paper deal with the perceptual response, cognizance level & behaviour aspect of the consumer in Jalgaon City. Attempt to scrutinize various aspects of digital marketing is also being made by the researcher.

1.1 Digital Marketing

Digital marketing is the promotion of products or services using digital technologies including mobile phones, display advertising, and any other digital aspects. Digital marketing is not just modern marketing. It is not just a later or fresher channel. It is a new line of attack on traditional marketing. Hatem El-Gohary (2010) remarked that Adoption of e-marketing by an enterprise, unrelated to the size, can change the form and nature of its business all over the world. According to Prateek Maheshwari (2018) to cup-tie the consumer-set demands, brands need to be on their toes and businesses has to maintain its existence on social media. Digital marketing means marketing / promoting products or services using digital media, or electronic media through different channels including both online as well as offline mode, it includes social media, PPC, SEO, email marketing, television marketing, radio advertising, SMS/MMS etc. These channels can be divided in online and offline channels respectively.

1.2 Aspects of Digital Marketing

Marketers have many digital tools, tactics & aspects to fulfil their digital marketing objectives. Each tool or aspects has its own strengths – for example, some aspects would try to attain or gain new customers, while aspect like email is one of would be useful for selling products to current customers.

Various Aspects of Digital Marketing are as follows

- **Search engine optimization (SEO):** SEO serve customers to discover your business websites among thousands of the other businesses. Business need to enhance online content through which search engine likes to show it as a top result when searched. It is the process in which your business website is ranked when consumers are searching for any product/services.

- **Online Advertising:** Online advertising is a move toward describing markets through distinctive actions at online platform. It is a promotion strategy that involves Internet or world-wide-web as a medium to obtain website traffic and deliver fruitful information to right customers.
- **Email Marketing:** Email marketing is the act of sending a commercial message, to a potential or current meant to build reliability, faith, or brand cognizance. The purpose is to enhance a merchant's bond with current as well as previous customers, inspiring for customer's loyalty and acquiring new customers. It is for convincing current customers for consumption something instantly.
- **Contextual Advertising:** Contextual advertising is an integral part of targeted advertising. The advertisement are carefully chosen and functioned by automated system constructed on identity of the user. This system usually scans the consumer's text and displays advertisement related to the text on website, or gives popup ads.
- **Social Media:** This are the advertisement served to consumer on social platform. As user's regularly store information about their liking, gender, age on Social Media, advertiser's analysis this information. An advertiser usually takes advantage of user's demographic information and target ads accordingly.
- **Text Messaging:** It includes medium involving text messaging over mobile device. Using text messaging individual are targeted with promotional content, reminder or discount coupons
- **Affiliate Marketing:** It is a type of performance-based marketing. Rewards or commission are gained by Affiliate (endorsing/promoting businesses of others) for each visitor visited or purchased made. It makes affiliates to earn on product sales without crafting products of their own.
- **Pay Per Click (PPC) – PPC** is a Model used to increase direct traffic on websites/webpage. In this model Publisher is being paid by advertiser for each click.
- **Video Marketing:** It is an aspect of Digital Marketing where advertisers enhance business activities and influence customers using video mode. Video is used to market businesses brand, product or services.

1.3 Customer Perception & Digital Marketing

Internet users are increasing at an enormous level day by day. This provides a varied opportunity for the consumer to purchase as well as marketers to increase leads. According to the survey, India's digital shopping was near about \$2.5 billion in 2009, it triple to \$8.5 billion in 2012 and market rise near about \$16 billion in 2013. According to the survey, by 2023 the country's e-commerce market will reach up to \$56 billion, ruthless by growing online retail. This reason for such immense growth could be high online discounts, availability of abundant online options, etc. If E-Marketers analysis the different factors affecting online Indian behaviour, moreover by studying the relationships between these factors as well as types of online shoppers, they can additionally develop their marketing tactics to convert probable buyers into active buyers at the same time holding its original customer base.

A better understanding of user's behaviour is requisites for active use of channel Digital media for marketing. It is significant to know about customer's insight towards Digital Marketing and different benefits gain. It is also necessary to study the various factors involved to attract user towards the product.

2. Research Methodology

In this research, researcher desires to Study about Consumer Attitude towards Digital Marketing. The supportive objectives of the research are:

1. To study about various aspects of digital marketing.
2. To determine the perceptual response of consumer towards digital marketing.
3. To study About the Consumers attitude in Jalgaon city.
4. To observe the cognizance level of consumer towards digital marketing.
5. To study consumer behaviour aspect when digital marketing is taken into consideration.

2.1 Cognizance Level of Consumer towards Digital Marketing

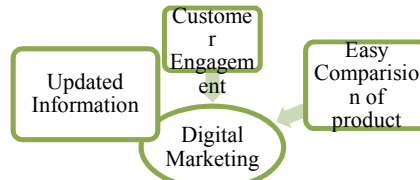
1. In the last decade, the world has shown a pattern of a shift from an analog to digital. A number of people are consuming information virtually; making digital marketing to reach targeted customers.

H1- Digital Marketing boost level of Updated Information among customer related to Product & services

2. Digitally, a number of options are available for customers. By the available option, the customer can compare the quality, quantity, price, features etc of the product or service available.

H2- Digital Marketing Enhance the comparison level of varied product

3. Using Digital medium Interaction with customers is possible with the different available option. Traditional marketing has limited audience interaction. But digitally marketers can encourage their prospects, to visit their website, give information related to products and services, and even rate them, moreover purchasing of desired products and have a proper feedback whenever essential.

H3- Digital Marketing Enhance Customer Engagement.**Figure 1** Conceptual Model for Perception of Digital Marketing**3. Research Methodology**

Research Methodology is an organized and theoretical analysis to assess suitability method for applying in the research area. It typically embraces concepts of theoretical model, phases and even quantitative or qualitative analysis. Considering this research article, Researchers' collected data using both primary and secondary sources.

Primary Sources: The primary source includes first-hand information or original data collected by the researcher. The researcher also collected its data through Interview method.

Secondary Sources: The secondary source includes the data that already been collected by someone else. We have collected secondary data from articles, journals, newspapers etc.

Sample Size: the sample size of the research is 140, out of which 108 were selected as respondent randomly.

3.1 Analysis and Interpretation**Table 1.1** Awareness about the Terminology 'Digital Marketing'

Factors	Responses	Frequency	Percentage
Awareness about the Terminology 'Digital Marketing'	Yes	74	68 %
	Maybe	32	29 %
	No	2	3%
	Total	108	

Interpretation: Near about 68% of the respondent which means 74 respondents are aware about the term Digital Marketing while 32 respondents are not thoroughly aware about Digital Marketing concept which give scope for Businesses to make consumer aware and get benefited

Table 1.2 Usage of Digital Device to Purchase Goods/ Services

Factors	Responses	Frequency	Percentage
Usage of Digital Device to purchase Goods/ Services	Always	47	43%
	Sometimes	56	52%
	Never	5	4%
	Total	108	

Interpretation: Near about 52% respondent which means 56 people sometimes use Digital Device to purchase Goods/Service and at the same time 47 respondent always use Digital Device.

Table 1.3 Efficiency of Digital Marketing Compared to Traditional Marketing

Factors	Responses	Frequency	Percentage
Efficiency of Digital Marketing compared to Traditional Marketing	Strongly Believed	89	83%
	Neutral	17	16%
	Strongly Disagreed	2	1%
	Total	108	

Interpretation: Near about 89 respondent strongly believe Digital Marketing is efficient and prevalent compared to Traditional Marketing, while 16% respondent were neutral about the same.

Table 1.4 Digital Marketing Helps in

Factors	Responses	Frequency	Percentage
Digital Marketing Helps in	Updated regarding product & services	22	21%
	24/7 Shopping	51	47%
	Better Customer engagement	7	7%
	To make comparison between various option present	26	24%
	Total	108	

Interpretation: Digital Marketing helps 51 respondent for 24/7 shopping purpose while 24% respondent uses digital marketing for comparing the different product available.

Table 1.5 In Digital Marketing & Shopping Consumer Purely Relies on

Factors	Responses	Frequency	Percentage
In Digital Marketing & shopping Consumer purely rely on	Content Provided by Firm	42	39%
	Review of other consumer	29	27%
	Rating provided	34	32%
	Displayed advertisement	3	2%
	Total	108	

Interpretation: Near about 39% of the respondent purely rely on content provided by firm, while 34 respondent rely on rating for the product given by other's, while other 29 respondent check the review provided

Table 1.6 Digital Advertisement is always

Factors	Responses	Frequency	Percentage
Digital Advertisement is always	Trustworthy	8	7%
	Some-what Reliable	78	73%
	Indifferent	13	12%
	Non- Reliable	9	8%
	Total	108	

Interpretation: Near about 78 respondent from 108, think that digital advertisement is some-what reliable and the 7% respondent thinks it is trustworthy.

Table 1.7 Content available of the Product/Services digitally is always

Factors	Responses	Frequency	Percentage
Content available of the product/services Digitally is always	Excellent	19	18%
	Good	29	27%
	Average	51	47%
	Poor	9	8%
	Total	108	

Interpretation: According to the survey near about 51 respondent thinks that content available of the product/services digitally is always average, at the same time 29 respondent argue that content available is always good enough to rely.

Table 1.8 Reason for digital Shopping

Factors	Responses	Frequency	Percentage
Reason for digital Shopping	Wide Variety Of Option	44	42%
	Easy Buying Procedure	26	24%
	High Discount	23	21%
	Easy Return	8	7%
	EMI	7	6%
	Total	108	

Interpretation: According to the survey, 44 respondent out of 108 respondent purchase goods and services online, as digital marketing gives wide variety of options to the Consumers , moreover about 26 respondent go for digital shopping as it is a easy process comparatively moving towards physical stores and the other 2e respondent purchase online as they receive high discount while shopping.

Table 1.9 Digital Marketing Provides

Factors	Responses	Frequency	Percentage
Digital Marketing Provides	Provide a Proper Content	28	26%
	Provides Customer Engagement	23	22%
	Sometime provides Misleading Information	31	29%
	Can Generate Immediate Response	26	23%
	Total	108	

Interpretation: According to the survey conducted near about 31 respondent thinks that digital advertisement sometimes mislead the prospects while the other 28 says that advertisers gives a proper content of the product

Table 1.10 Proper/ Updated Content of the Product is gain by

Factors	Responses	Frequency	Percentage
Proper/ Updated Content of the Product is gain by	Corporate Web-Site	24	23%
	Email Subscriptions	13	12%
	Following the Firm/Industry on Social Media	13	12%
	SMS/MMS Subscription	5	4%
	Search Engine (Google/Yahoo/Bing/Ask.Com)	21	19%
	Mobile Application	29	27%
	Physical Store	3	3%
	Total	108	

Interpretation: Out of 108 respondents near about 29 respondent thinks that the content of product could be properly receive from different Mobile applications of the businesses, and according to the other 24 respondent proper content is being achieved from official corporate websites.

Hypothesis

Hypotheses and Testing Regression Analysis

The qualitative study has lent a hand in understanding the perception of Digital Marketing among Consumers in Jalgaon City. The quantitative analysis has been done using regression analysis. Regression analysis is carried out to test the hypotheses, formulated based on the literature review, the qualitative study, and according to the expert opinion.

Table 2.1

Hypotheses	Independent Variable	Direction of Relationship	Dependent Variable
H1	Updated Information	—————→	Digital Marketing
H2	Customer Engagement	—————→	Digital Marketing
H3	Easy Comparison of product	—————→	Digital Marketing

Regression analysis determines the best linear association of Updated Information, Customer Engagement & Easy Comparison of product in order to predict sales training effectiveness.

Table 2.2 Correlation between Digital Marketing & customers Perceptual in Jalgaon City

	Pearson Correlation	1	2	3	4
1 Digital Marketing	1.00				
2 Updated Information	-0.2	1.00			
3 Customer Engagement	-0.5	0.37	1.00		
4 Easy Comparison of product	0.12	-0.3	-0.8	1.00	

Table 2.3 Model Summary (Digital Marketing)

Model Summary			
Model	R	Adjusted R	Standard Error of Estimates
1	0.13	-0.01	0.19
a. Perception : Updated Information, Customer Engagement, Easy Comparison of product			
b. Digital Marketing			

Table 2.4 Analysis of Variance

Analysis of Variance						
	Model	Sum of Square	Df	Mean Square	F	Sig
1.	Regression	0.06	3	0.02	0.56	0.645
	Residual	3.79	104	0.04		
	Total	3.85	107			
a. Perception : Updated Information, Customer Engagement, Easy Comparison of product						
b. Digital Marketing						

Table 2.5 Beta Coefficients

Model	Substandard co-efficient		Standard Co-Efficient	t	Sig
	B	Standard Error	Beta		
1. (Constant)	0.99	0.21	0.00	4.70	0.000
Updated Information	0.00	0.21	0.00	0.00	1.000
Customer Engagement	-0.03	0.08	-0.04	-0.41	0.686
Easy Comparison of product	0.08	0.07	0.11	1.18	0.242

4. Finding

- According to the survey conducted, Respondents were aware of the terminology 'Digital Marketing', among them nearly 67% respondent frequently uses digital devices to purchase goods and Services. More than 50% Respondent strongly believe that Digital Marketing campaign is becoming more prevalent & efficient than traditional Marketing.
- Respondent chooses online medium rather than traditional medium as a number of option and new varieties are available for the consumers which could be easily compared.
- But when the issue of authentication arrives most of the respondent purely depends on the company's websites for authenticities rather than other sources available. Hence consumer is helped with the updated information referring Digital Marketing but lack of authentication is a key concern.
- Most of the respondent avoids purchasing online /reverting back to emails/SMS/MMS as according to them, they are only trying to avoid privacy-related issues. Though Digital Marketing is having a high potential of Customer Engagement still the desired engagement is not observed due to these security issues.
- The shopper's usually observe rating and review of the earlier customer's while purchasing any kind of stuff
- Customers do not rely purely on Digital Advertisement and as many a time expected quality and quantity is missing, it ultimately results in diverting potential customer's towards none—the potential consumer.

5. Conclusion

Digital marketing became an essential part of the promotional strategy of many businesses. Nowadays, even a limited business owner could use Digital Marketing as it is easy at the same time cost-effective. It has the potential to break-down many limitations such as the size of companies, geographical locations, physical availability, promotions, etc. There is a very cheap and efficient way to market his/her products or services. The company could use online as well as offline devices for their promotional activities. Businesses could prosper more if Digital Marketing is used in a proper sense. To gain more incentives, Companies should use more innovative techniques as well as strategies considering the different available medium. Businesses should try to recognize the finest path for driving up digital marketing performance in the best possible manner.

6. Suggestions

- While surveying researcher realized, that many a times advertiser provide misleading information to consumers knowing or unknowingly or have hidden charges for the product or services. As Digital Marketing is growing day by day, it has a lot of potential for businesses to gain profits ultimately benefiting businesses as well as consumers, for achieving its fullest potential, business should recognize it, moreover strict legal obligation should be introduced by different Government organization such as the Advertising Standards Council of India (ASCI) so that misleading could be reduced in great extent
- Broadcast-related to Digital marketing should be done by the businesses in town places as even these places have potential consumers
- Businesses should maintain a trustworthy relationship with the consumer by providing exact quality & quantity include an advertisement, it would give long-term profits to the businesses.
- They are thousands of business having digital marketing, so to gain more share more innovative technique should be used by the advertisers to attracting new consumer and retaining existent ones.
- The privacy issue is another concern; there is a great need of secured network so that consumers would be more comfortable with Digital Marketing.

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