

TO ASSESS THE IMPACT OF DIGITAL MARKETING ON ATTITUDES AND PERCEPTIONS OF CUSTOMERS AND BUSINESSES

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ABSTRACT

Trends in global marketing suggest that traditional store formats are giving way to a combination of physical and virtual spaces. These days, a large portion of the services that marketers provide are done so online. Everywhere in the world, including India, the number of people using the Internet for transactions is rising quickly. Global technical networks make services easier to access today. A vast array of products and services are available for consumers to access and evaluate based on characteristics, features, and costs, which favorably influences purchase decisions.

Since customer happiness is the key to long-term success and survival, this essay will look at the important success factors in online retailing, marketing, and purchasing from the viewpoint of the consumer. Simple navigation, speedy loading times, and an accurate system for delivering goods and services are important components of the online retail system. The simplicity of the online purchasing process is referred to as ease of navigation, and it can be increased with improved website design and presentation as well as better Internet access. The usability of computer technology depends on a number of factors, including speed, loading times, navigation, and others. The amount, applicability, and veracity of the product/service information offered are crucial. Additionally, the delivery mechanism needs to be error-free and quick.

The online retail system depends on several key components, including transparent transaction policies, safe and private transactions, online interaction between buyers and sellers, and transaction privacy. The platform for communication between the store and the customer is the retailer's website. For the website and its offerings to function well both hedonistically and operationally, their audiovisual impact is essential. Consumer psychographics and interest in making online purchases are influenced by website design components, aesthetics, audiovisual impact, and customisation. Retailers are required to give comprehensive details regarding the features, costs, delivery dates, warranty services, return and exchange procedures, post-purchase servicing, technical support, and alternatives for the product or service. Online retailers must build, communicate, and preserve customer trust and confidence in the protection of their personal information. Retailers should work to instill in their customers a sense of security, safety, and trust. For example, enticing customers to try something out might result in recurring business if the customer is happy. One important factor that affects facilitators and dependents is a straightforward and unambiguous buy transaction process. Because of factors including computer ineptitude, technological complexity, or a lack of knowledge about the online purchasing and transaction procedure, consumers frequently have anxiety when they shop online. Customers ought to have no trouble conducting web searches and making purchases.

INTRODUCTION

The number of mobile subscriptions in India exceeded the notable 1 billion (1142 million) mark. According to Nielsen's India internet survey, the number of internet users has climbed to 595 million in 2022. The definition of IT industry specialists, the growth of the IT sector in India, its GDP contribution, and the sector's anticipated growth in India with reference to digital marketing are Implementing digital technologies in business provides marketers with substantial advantages, such as exceptional customer satisfaction, heightened customer engagement, and unparalleled customer experiences.

Rekha and Gayatri (2017) asserted that digital marketing communication possesses an inherent interactivity, a trait highly esteemed by the target audience when contrasted with conventional marketing communication techniques.

Pantano & Priporas (2016) determined that the widespread use of omnipresent computing, mobile advancements, contactless advancements, and high network, which enable customers to experience shopping in an unexpected way, characterized the emerging retail culture. Gunawan & Huarng (2015) tried to comprehend the influence of digital marketing via social network and media on purchase intention of consumers. More specifically, study assessed the viral effect of social network and media sites on purchase intention of product or service through the perceived risk, Information Adoption model (IAM) and Theory Reason Action (TRA). Grifoni, D'Andrea, and Ferri (2013) talked about how Internet marketing has evolved into the main means by which advertisers provide consumers with information throughout time. The perceived danger associated with making purchases online has increased due to the complexity of cyber security threats. Researchers have found that these cybersecurity risks have a significant direct influence on consumers' decisions to make online purchases. Individuals from lower income groups are more likely to seek information on online platforms before reaching a buying verdict.

Theory of Consumer Behavior

The study of consumer behavior theory looks into the social, psychological, and financial aspects that affect people's purchasing decisions. It covers concepts including perception, spending power, and personal preferences. According to the theory, customers make decisions about what to buy by taking into account their needs, wants, inclinations, and available resources.

Model of Technology Acceptance

The paradigm for technology acceptance is concerned with how people view and use technology. It considers factors such as abilities and perceptions, highlighting the importance of perceived usefulness and usability in determining the adoption of technology.

Theory of Social Cognitive

According to the Social Cognitive Theory, people learn and develop their behaviors through experiences, interactions with others, and observation. It emphasizes how important individual preferences and skills are in shaping consumer behavior. The idea emphasizes how social factors, such as modeling and social norms, shape people's views and predispositions.

Factor Construct

Six notable elements emerged from a thorough analysis of the literature: perception factors, purchasing power factors, success factors, competence factors, personal preference factors, and hindrance factors. In order to create a model specifically for the software development sector, these elements need to be thoroughly investigated.

Capability refers to an organization's ability to carry out marketing campaigns, interact with consumers, maintain website upkeep (Kierzkowski et al., 1996). In the context of perception considerations, there are a number of factors to take into account, including the preferred channel for information acquisition (Kierzkowski et al., 1996), and the main sources for daily or weekly brand awareness (Dahiya, 2013).

RESEARCH GAPS

The following question was also included in the questionnaire in order to identify the factors that could influence customers' decisions to purchase products and their attitudes toward digital marketing. During the course of the study, basic demographic data such as age, gender, occupation, educational background, and information on monthly income were collected. Every question was presented on a five-point Likert scale, with 1 denoting strongly disagree and 5 denoting strongly agree.

Thus far, no thorough investigation has been carried out in the past, particularly in the retail industries of Karnataka. Thus, research was deemed necessary in order to understand how consumers perceived their attitudes around their purchasing behavior. As a result, it's critical to pinpoint the elements influencing consumer attitudes about digital marketing and purchasing behavior.

OBJECTIVES

1. To examine the variables influencing digital marketing in the structured retail industry.
2. To investigate the impact of variables influencing digital marketing on retail customers' attitudes.
3. To research the variables influencing how consumers behave when making purchases through digital marketing.

Formulation of hypotheses

H1: A consumer's attitude toward digital marketing is influenced by factors that affect it.

H1a: Consumer attitudes on digital marketing are positively correlated with perceived informativeness.

H1b: The perception of entertainment and consumers' attitudes toward digital marketing are significantly positively correlated.

H2: A consumer's intention to buy is impacted by factors that influence digital marketing.

H2a: The consumer's intention to purchase is significantly inversely correlated with their perception of annoyance.

H2b: The consumer's intention to buy and the perceived credibility of the source have a considerable positive link.

H3: A consumer's intention to buy is significantly positively impacted by their attitude toward digital marketing.

H4: The relationship between the factors influencing digital marketing and the consumer's intention to purchase is mediated by the attitude of the consumer toward it.

ANALYSIS OF DATA

The Cronbach's alpha was used to gauge the reliability. According to this value, a questionnaire with good internal consistency is considered to have an internal consistency of at least 0.7

Investigative Factor Analysis

One of the most popular techniques for reducing data is exploratory factor analysis, which offers multiple extraction processes to generate a solution. Using this

approach, the data is examined to determine the framework of components that need to be examined. Less information is lost when the items are shrunk to meaningful, shared, interrelated dimensions (Hair, Black, Babin, Anderson, & Tatham, 2006).

The respondents' profile is as shown in Table 1

Characteristics	Number of Respondents
Gender	
Male	219 (41.8%)
Female	281 (58.2%)
Occupation	
Business	135 (27.2%)
Salaried Person	131 (26.0%)
Farmer	68 (13.8%)
Student	26 (5.4%)
Home Maker	138 (27.6%)
Age	
20-30 Years	104 (21.2%)

30-40 Years	199 (39.4 %)
40-50 Years	101 (20.2 %)
Above 50 Years	96 (19.2 %)
Income	
Below Rs.20000	121 (24.0 %)
Rs.20000- 30000	94 (18.4 %)
Rs.30000- 40000	90 (18.0 %)
Rs.40000- 50000	98 (19.4 %)
Above Rs.50000	100 (20.2 %)
Educational Qualification	
Illiterate	46 (9.0%)
Matriculation	47 (9.4%)
Senior Secondary	68 (13.8 %)
Graduation	130 (25.8 %)

Post-Graduation	129 (25.8 %)
Other	81 (16.2 %)

Table 1: Respondents Profile

Exploratory factor analysis

An exploratory factor analysis was conducted by the researcher on 38 statements related to digital marketing. First, the researcher has identified the variables influencing digital marketing in the structured retail industry. It is crucial to use proper tests to determine whether exploratory factor analysis is appropriate before extracting factors. Bartlett's test of sphericity, which examines the hypothesis that the correlation matrix is the identity matrix, and the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy can be used to evaluate this. A KMO value of more than 0.6 is regarded as sufficient (Kaiser & Rice, 1974).

Kaiser-Meyer-Olkin (KMO) statistics are shown in Table 2

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	off.903
Approx. Chi-Square	17319.494
Bartlett's Test of Sphericity	Df 703
Sig.	.000

Table 2

Table 2 stated the Kaiser-Meyer-Olkin (KMO) statistics as 0.913, which is below the permissible range and suggests that factor analysis might be used with the given set of data.

The Total Variance Explained are as shown in Table 3

Component	Initial Eigenvalues			Rotation		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	10.526	26.964	26.964	5.085	12.381	12.381
2	5.143	13.534	41.498	4.715	12.408	25.788
3	4.475	11.776	53.274	4.236	11.148	36.936
4	3.716	9.779	63.053	3.806	10.016	46.952
5	1.824	4.801	67.854	3.711	9.766	56.718
6	1.493	3.928	71.782	3.541	9.317	66.036
7	1.322	3.478	75.260	3.505	9.225	75.260

Table 3

Extraction Method: Principal Component Analysis.

	Perceived Incentives	Perceived Irritation	Consumers' Attitude Towards Digital Marketing	Perceived Informativeness	Perceived Entertainment	Perceived Source Credibility	Consumer Purchase Intention
One of the key motivators in viral marketing is sales promotions.	.907						

		.903					
Rewards might take the form of free gifts, competitions, or sales promotions.	.912						
Viral marketing, in my opinion, gives me pertinent product information.	.912						
Values or advantages that I may take advantage of when I get viral marketing communications are known as incentives.	.912						
The rewards of viral marketing are advantageous to me. (Promotion, contest, etc.)	.901						
I believe there are incentives in viral marketing.	.893						
I find SMS advertisements unpleasant, therefore I delete them without reading.							
Because the material on blogs is erroneous and misleading, I find them annoying.		.893					
Social networking platforms with marketing messaging irritate users.		.877					

When advertising employ strategies that irritate, offend, or disrespect me, I become agitated.		.859					
Email marketing communications irritate people.		.849					
Unwanted emails, in my opinion, are infected with viruses.		.836					
When I see a viral marketing message, I get irritated and upset.			.827				
The most entertaining viral marketing ads are those I see.			.739				
I think viral marketing is a good way to raise awareness of a brand.			.720				
Compared to traditional media marketing messages like TV and print ads, I believe viral marketing messaging to be more successful.			.707				
I refuse to read the messages disseminated by viral marketing.			.686				
If there are rewards involved in viral efforts, I will participate. (Disseminate the word)			.659				
Social media platforms like Facebook, Twitter, and Instagram convey helpful marketing messages.				.743			
Email marketing communications are instructive, in my opinion.				.826			
Product and service information is usefully provided by SMS marketing.				.824			

Social networking platforms include interesting fan pages.				.764			
I saw informativeness as a marketing pitch that promised to give me current, accurate, and valuable information.				.753			
Online blogs are a valuable information resource.				.706			
A marketing message that is visually appealing and uses humorous language is, in my opinion, amusing.					.853		
It's fun and thrilling to join fan pages on social networking sites.					.847		
When I receive marketing emails, I find them amusing.					.805		
The amusement factor of SMS advertising adds to their entertainment value.					.675		
Blogs are intriguing to me because they allow people to express their opinions about goods and services, which makes them worthwhile to read.					.602		

Table 4

DATA ANALYSIS IN ACCORDANCE WITH OBJECTIVES

To assess the organized retail sector's level of understanding regarding digital marketing

i. The majority of respondents, according to the results, are aware of the digital marketing messages that are featured in various emails that they receive.

ii. The findings also showed a high level of agreement with the viral marketing statement, "I believe that some blogs and forums contain marketing messages and

advertisements." It indicates that the participants in this study either write or read blogs, or they participate in forums where they learn about various things that are promoted.

v. Based on the analysis, email marketing is the most efficient means of spreading viral content to a large audience. Emails are followed by various blog sites, forums, SMS services, social networking sites, and video websites like Facebook and YouTube.

It was discovered that when the same person receives communications from reputable sources like social media, they do not disregard or remove them. It

implies that an individual's attitude about the concept of digital marketing is greatly influenced by their perception of the legitimacy of the source.

REVIEW OF HYPOTHESIS

H1: A consumer's attitude toward digital marketing is influenced by factors that affect it.

H1a: Perceived informativeness and consumers' attitudes toward digital marketing are significantly positively correlated.

H1b: Perceived entertainment and consumers' attitudes toward digital marketing are significantly positively correlated.

Furthermore, the association between the consumer's purchase intention and "perceived entertainment, perceived informativeness, perceived irritation, perceived credibility, and perceived incentive" was also assessed (Hypothesis 2).

H2: A consumer's intention to buy is impacted by factors that influence digital marketing.

H2a: The perception of informativeness and the intention of consumers to make a purchase are significantly positively correlated.

H2b: Perceived entertainment and consumers' intention to buy have a large positive link.

Furthermore, the investigator investigated the direct correlation between the purchasing behavior and attitude of consumers (Hypothesis 3).

H3: A consumer's intention to buy is significantly positively impacted by their attitude toward digital marketing.

Following this, the suggested hypothesized correlations were measured and the mediator "Consumer's Attitude towards Digital Marketing" was introduced (Hypothesis 4).

H4: The relationship between the factors influencing digital marketing and the consumer's intention to purchase is mediated by the attitude of the consumer toward it.

The findings showed a favorable and substantial association between consumers' attitudes toward digital marketing and perceived informativeness. H1a is therefore approved. According to Oh and Xu (2006), perceived informativeness is determined by the information's usefulness and currentness. It indicates that consumers view messages promoted through digital marketing as educational and provide sufficient details about the desired product, which in turn influences consumers' attitudes toward digital marketing in a positive way (Gordon & Turner, 1997;; Bauer, Reichardt, Barnes & Neumann, 2005;

Haghirian, Madlberger & Tanuskova, 2005; Merisavoet al., 2007; Muzaffar & Kamran, 2011; Saadeghvaziri & Hosseini, 2011). Prior studies have additionally indicated that the consumer's perception of the message's informativeness contributes to their high level of happiness (Ducoffe, 1996).

H1b: Perceived entertainment and consumers' attitudes toward digital marketing are significantly positively correlated.

It implies that an individual's attitude about the concept of digital marketing is greatly influenced by their perception of the legitimacy of the source. This is further supported by the study's findings, which show a strong positive correlation between consumers' attitudes toward digital marketing and their perception of the credibility of the source (Brackett & Carr, 2001;

CONCLUSION

The current study's findings highlight the significance of learning about customer attitudes and the variables that influence such sentiments.

Consumer attitude building with reference to digital marketing. Furthermore, the study's findings demonstrated how a consumer's opinion about digital marketing influences their intention to make a purchase. Consequently, the current study's findings will be very beneficial to a company's marketers and strategists since they will provide guidance on how to craft a message's content to effectively reach large audiences quickly and at a little cost. In addition, if the message's content is well designed, it can support the development of a favorable attitude toward digital marketing, which has other significant effects including encouraging customer buy intent. A novel approach to marketing is digital marketing. It has become popular as a substitute for traditional advertising methods since it is a quicker, easier, more economical, and more efficient means to reach a large audience. The present study's findings showed that customer attitudes about digital marketing are positively impacted by perceived amusement, informativeness, incentives, and source credibility. Furthermore, the findings indicate that a consumer's attitude toward digital marketing is negatively impacted by perceived annoyance. Because this will assist consumers develop a positive attitude toward digital marketing, marketers should provide messaging content that is more dependable, engaging, offers incentives to customers, and is instructive. Simultaneously, marketers want to steer clear of offensive and disparaging remarks, as they may adversely affect a consumer's attitude towards digital marketing.

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