

Evaluation of Digital Marketing Communication on Consumer Purchase Behaviour with Special Focus to Home Appliance Market in Mumbai

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Abstract

The digital marketing equivalent of the traditional marketing communications mix is called digital marketing communications. Consumer purchase behavior refers to the actions taken by consumers (both online and offline) prior to purchasing a good or service, whereas digital marketing communications will use some or all of these tactics that are tailored to the online marketing issue. In this article, evaluation of digital marketing communication on consumer purchase behavior with special focus to home appliance market in Mumbai has been discussed.

Keywords: Digital, Marketing, Communication, Consumer, Appliance

INTRODUCTION:

The development of the marketing plan has had a profound impact on business, commerce, attitudes, and customer perceptions. [1] It is now possible for businesses to take advantage of a number of opportunities to draw in new clients and keep existing ones, information and communication technology (ICT). [2-3] The business has alternatives thanks to these developments in ICT and marketing, but they also cause the company to worry about the influx of new clients. [4-5] The

objectives of the research are in the following with special reference to Mumbai:

- To study the factors which influence the consumer to purchase the product through digital or e-marketing services;
- To find out whether the marketing determinants directly influence the customer purchase decisions;
- To examine whether the cultural determinants directly influence the

consumer purchase decision through digital or e-marketing services;

- To identify whether the technology determinants directly influence the consumer purchase decision through digital or e-marketing services;
- To find the overall satisfaction of the consumer for digital or e-marketing services.

RESEARCH METHODOLOGY:

Hypothesis:

¹H₀: The Marketing Determinants: The Marketing Determinants does not Influence the consumer Purchasing Decision of E-Marketing Services in Mumbai city.

²H₀: The Cultural Determinants: The Cultural Determinants do not influence the consumer purchase decision for E-Marketing Services in Mumbai city.

³H₀: The Technological Determinants: The Technological Determinants do not influence the consumer purchase decision for E-Marketing Services in Mumbai city.

⁴H₀: The predominant factors: The predominant factors are not influencing the consumer to purchase the products through E-Marketing services in Mumbai city.

⁵H₀: The consumer satisfaction: The consumer is not satisfied the services provided by the E-Marketing Companies in Mumbai city.

Research Design:

Research methodology is a plan for addressing a research issue, laying out the likely solution, and putting the putative conclusion to the test. Similar to how there are numerous routes leading to a city, there are numerous approaches to the challenge of research. The researcher must choose the one that is appropriate and needs the least amount of work, time, energy, and money. The major goal of the current study is to shed light on current trends in e-marketing services, information demands, and usage patterns of various consumer buying behaviors scattered over different locations in Mumbai, particularly the urban areas of Mumbai City where people lead routine lives.

A well-structured questionnaire was designed to collect primary data from respondents in Mumbai's three research zones. Personal visits were made to these respondents, who lived in the North, South, and Central zones, in order to gather information and explain the study's goals. The consumer at all levels who is aware of e-marketing and the technologies used in the retail industry was identified with due consideration.

Method of Data Collection:

The study is supported by primary and secondary data. Secondary data was gathered from printed sources by visiting a number of libraries. The gathering of information was greatly aided by newspapers, journals, publications, and pertinent websites. For the purpose of gathering primary data, the pertinent information was gathered by sending out

well-crafted questionnaires to the intended respondents, who were mostly contacted personally and via mail. In this study, the information that consumers needed to adjust to this new buying tendency was gathered from them through a well-constructed questionnaire. In Mumbai City, 575 of the 600 questionnaires that were distributed to the respondents came from e-marketing service consumers. To evaluate the questionnaire, random-effects techniques were employed. The influence of e-marketing services and how consumers responded to these services in terms of their purchasing habits were specifically considered when examining the primary data collected.

Study Area and Sample Size:

On this basis, 600 respondents were contacted using convenience sampling method, by selecting approximately 200 respondents each from the North, South and Central zone in order to give due representation to the various parts of Mumbai City.

Data Collection and Sampling Design:

Since, the size of the population of Mumbai under study was very large, questionnaires were circulated only to 600 users (consumer of different category), of which only 572 filled-in questionnaires were received. Data collected through questionnaires were properly analyzed and interpreted using quantitative data analysis software SPSS statistical package.

Questionnaire Design:

The questions were created based on carefully chosen parameters to cover the crucial elements in accordance with the study's goals. A pilot study was carried out prior to the questionnaire's finalization, and the results were used to adjust it as necessary. The personal profiles of the residents of North, South, and Central Mumbai are included in the questionnaire's first section. These profiles include details about each respondent's age, gender, marital status, educational background, employment history, monthly income, family structure, dependents, and place of residence. Details about the influence of e-marketing services on Mumbai City consumers' purchasing habits are provided in the second section of the questionnaire. Based on a review of the literature, four components were established, and specific questions were posed under each factor to elicit responses from the samples using five scaling measurements. The overall assessment of E-marketing services obtained from the consumer in the 5-point Likert scale, which range as follows:

(5) Highly satisfied, (4) Satisfied, (3) Neutral, (2) Dissatisfied and (1) Highly Dissatisfied.

Pilot Study:

Prior to this, a pilot research project was carried out with chosen respondents from the study area by making personal contact with them. A total of 60 questionnaires were gathered for the pilot project, and the results were tested for reliability using Cronbach's alpha. The resultant value of 0.968

demonstrates the instrument's excellent level of reliability. The questionnaire was then modified based on the findings of the pilot study before being distributed to the respondents.

Application of Statistical Tools:

The information gathered from the study's questionnaire was properly revised, verified, and evaluated to achieve the specified goals. The following statistical tools were used to conduct the statistical analysis of the data for the current study:

- One Sample t-test
- Chi Square test
- ANOVA test
- Independent t-test
- The Kaiser-Meyer-Olkin Measure of Sampling Adequacy
- Bartlett's test of sphericity
- Rotated Component Matrix
- Confirmatory Factor Analysis (CFA)
- Multiple Regression Analysis
- Duncan method
- Structural Equation Model (SEM)

DATA ANALYSIS AND INTERPRETATION:

The primary data collected from the respondents with the support of the questionnaire are analyzed and interpreted by using relevant statistical tools. The Data

analysis and Interpretation of the study is broadly divided into two parts. The first part deals with Descriptive Analysis and the second part covers with the Inferential Analysis.

Descriptive Analysis:

The Descriptive study is a fact-finding investigation with adequate interpretation. It is the simplest type of research and is more specific than an exploratory study. It focuses on the particular aspects or dimensions of the problem studied. It is designed to gather descriptive information and provides information for formulating more sophisticated studies. The descriptive analysis shows the frequency distribution of the demographic profile of the respondents, availing E-Marketing services and perception of E-Marketing services on Marketing Determinants, Cultural Determinants and Technological Determinants. Along with these, consumer purchase decision and overall assessment of buyers' satisfaction towards E-Marketing services are studied under Descriptive Analysis, which are depicted as under:

- Demographic Profile
- Availing E-Marketing Services
- No. of years the E-Marketing services being availed
- Source of information about the E-Marketing service providers
- Frequency of availing E-Marketing services

- Monthly spending towards the E-Marketing purchase
- Mode of payment of E-Marketing services
- Most Preferable E-Marketing Company
- Consumer perception towards the Marketing Determinants
- Consumer perception towards the Cultural Determinants
- Consumer perception towards the Technological Determinants
- Consumer Purchasing Decision through E-Marketing
- Overall Satisfaction towards the E-Marketing Services in Mumbai city

Inferential Analysis:

The Inferential Analysis deals exclusively in the application of relevant statistical tools with the support of the Statistical Package for Social Sciences (SPSS) to identify the reliability of the information and to test the validity of the primary sources comparing with the hypothesis. The analysis and interpretation have been arrived at based on the primary information collected from the respondents about the Marketing Determinants, Cultural Determinants and Technological Determinants.

The analysis of the purchase decision of the consumer and the assessment of their overall satisfaction has been made by

using tools such as -One-Sample t-test, Chi-Square test, ANOVA test, Independent t-test, Kaiser-Meyer-Olkin Measure of Sampling Adequacy, Bartlett's Test of Sphericity, Rotated Component Matrix and Confirmatory Factor Analysis (CFA). The inference of the same has been categorized as under:

Marketing Determinant Analysis:

- Perception of the consumer
- Association between Gender
- Age group of the consumer
- Marital status of the respondents
- Educational Qualification of the consumer
- Occupation of the consumer
- Monthly income of the consumer
- Place of residence of the consumer
- Cultural Determinant Analysis
- Consumer' perception of E-Marketing Services
- Age classification
- Educational Qualification
- Occupation
- Monthly income
- Place of residence
- Technology Determinant Analysis
- Consumer' perception of the E-Marketing Services
- Difference between the male and female respondents
- Influence of Age group of the respondents
- Overall Technological Determinants and Educational Qualification
- Overall Technological Determinants and Occupation

- Overall Technological Determinants and Monthly Income
- Overall Technological Determinants and Place of Residence
- Consumer Purchase Decision
- The influence level of consumer purchase decision
- Factors influencing the consumer' purchase decision about E- Marketing products
- Communalities for consumer purchase decision
- Application of Initial Eigenvalues and Rotation sums of squared loadings
- Rotated Component Matrix for Consumer Purchase Decision
- Confirmatory Factor Analysis
- Regression Analysis
- Variables in the Multiple Regression Analysis
- The Coefficient of Determination R-square

CONCLUSION:

Testing new ideas, procedures, modules, and applications in marketing is a continuous process that is based on how successful the new concepts are. A plethora of studies are being conducted on a daily basis since marketing theory became grounded in reality. With its diverse population dispersed around the nation, India offers manufacturers and dealers plenty of opportunities to test their goods and services and make adjustments to their business practises. After learning that India was a lucrative market and a source of high-quality

raw materials, the East India Company arrived from Britain.

Indian marketing has seen a paradigm shift throughout the years, moving from traditional marketing to convenience marketing. The improvement in living standards, better education, better infrastructure, and market opening in the name of liberalization, privatization, and globalization have produced a stunning level playing field for Indian consumers on a worldwide scale. Fast-track development of the marketing system was made possible by the ICT revolution and infrastructure expansion. The movement in marketing is from physical to virtual, from brick to click, and from limited hours to 24 hours a day, seven days a week, and 365 days a year.

The research theme effectively addressed how the notion of marketing has changed as a result of the shift from traditional marketing mediums to electronic marketing mediums. The distinctive quality of this new marketing format is adaptability, as modern consumers struggle to find the time to go shopping despite being educated, knowledgeable of the products and services they choose, and having flexible work schedules. The existing e-marketing system receives their resounding praise and correctly meets all of their expectations. Despite the service being provided earlier than a decade ago, the study showed that Mumbai City consumers had a positive attitude about e-marketing. In the research area, ten or so well-liked e-service providers enjoy widespread use and strong consumer support seen in repeat business and reliable

assistance. Mumbai People are slowly moving away from traditional offline marketing, which offers a real experience, and toward internet shopping, which offers a huge selection of goods at fantastic prices with 24/7 access. In addition to domestic operators, more and more global players are moving into the city to take advantage of the market's potential. However, it is clear that there are some issues with online purchasing that require attention from both service providers and policymakers. Regarding legal protection, grievance redress, misdirection, and a lack of post-sale services, e-marketing services lack clarity. The city's infrastructure, technological capabilities, and financial system are still insufficiently strong. Nonetheless, there is a shortage of qualified workers, high staff turnover jeopardizes service continuity, and technological advancement is uneven. Since the majority of consumers are from a younger generation, the early success of e-marketing ignited the marketing system. If ongoing technological advancements continue to keep pace with consumer expectations, the future looks amazing.

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