



EXAMINING THE EFFECTS OF DIGITAL MARKETING ON CONSUMER PURCHASING OF ELECTRONIC GOODS

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Abstract - In a market context that prioritizes what the client wants and their capacity to buy that particular product behavior, this perspective is evolving fast. When it comes to pricing and purchasing, behavior varies. The most difficult group to interact with is the youth, though. The shifting preferences of today's youngsters impact purchasing behavior with trends and fashion. As a result, many of spending and funding to know the consumer's behavior according to many factors. Not only do buyers' choices or views but also retailers are now changing their own products. Also, inventive selling methods. Customers utilize the web to compare costs, product characteristics, and post-purchase service options in addition to shopping for goods online. other well-known online retailers are popular in India. Information, ease of use, contentment, security, and correct use of the information at hand to compare various products by various elements such as Shopy, Meesho, Flipkart, and Urbanic.

Keywords: Buyer, Digital Shopping, Digital Marketing, Purchasing Behavior.

1. INTRODUCTION:

Nowadays, people can buy their most wanted products. As well as they can also buy it at just any time where just one click with technology and connection. Understanding the impact of Internet marketing on customer behavior is becoming increasingly important as the market for electronic goods continues to grow. This study aims to examine how customers' attitudes, perceptions, and purchase choices about electronic items are affected by digital marketing tactics, such as social media campaigns, online commercials, influencer marketing, and tailored content.

The quick development of digital platforms in recent years has fundamentally changed how businesses communicate with their target markets. The dynamic and data-driven nature of digital marketing has displaced traditional advertising strategies. Investigating the influence of social media in influencing consumer sentiments about electronic items. Understanding social media platforms' effects on consumer purchases is crucial since they are quickly becoming indispensable avenues for product discovery and customer involvement.

Customer Testimonials and Online Feedback Analyzing the value of customer feedback and online reviews in the electronic goods sector. This study will examine how consumers seek out other people's opinions before making purchases and how firms may take advantage of this trend using digital marketing techniques.

This study will look into these characteristics to offer producers, sellers, and marketers of electronic items some useful information. Businesses may optimize their marketing efforts, improve customer experiences, and ultimately boost revenues by understanding what affects the most when buying a product from different person perspectives.

2. REVIEW OF LITERATURE –

As per the researchers (-Faruk, Rahman, and Hasan (2021), 925 publications from Scopus that were published between 2000 and 2019 have been examined in his study using bibliometric analysis.

According to the reality- based view (RBV) by(-Aghazadeh (2015), marketing strategies should also aim to develop distinctive skills by turning core competencies into VRIO. The acronym VRIO stands for Valuable, Rare, not Imitable, and Organized. VRIO and customer retention are crucial in today's challenging economy, but they are insufficient to maintain a competitive advantage and achieve outstanding performance.

Then, businesses need to be market- and customer-oriented, act and think based on cutting-edge knowledge, and establish lasting relationships with their clients. This accreditation is only available to businesses that can build their marketing strategy around their knowledge and maintain their competitive advantage as a result. In other words, its marketing plan is clever.

In this essay, we'll offer a fresh viewpoint on how to create a marketing strategy. To attain higher performance, it is maintaining a competitive advantage and creating intelligent marketing strategies (IMS). In light of this, we have created a thorough model of intelligent marketing strategy.

As indicated in the study of (-Arvind Mallik (2018), the fifth-largest retail market worldwide is India. The Indian retail sector has experienced tremendous growth over the past ten years, with significant advancements in organized retailing taking place in major cities, metropolises, and urban areas. The authors 's main goal is to understand and analyze consumer buying behavior. According to experts, customer buying behavior is an important context in which buyer motivation during purchases is taken into account. The descriptive study sample method is being used to comprehend the characteristics of how consumer purchasing habits may be examined.

(-Pawar et al. (2020) studied understanding the unknowable customer psychology in this cutthroat era is a difficult undertaking for designers of electronic products According to the author how buyers behave while purchasing electronic goods, the elements that affect a consumer's choices, and how sellers view the sale of electrical goods. This essay describes how people behave when purchasing electrical goods like a television.

It explores how consumers are impacted by the promotional tactics used by electronic producers and product dealers. The survey offers intriguing insights into customers' attitudes toward their purchase of media and enables us to better understand the critical aspects that consumers weigh before making a purchase. The report also provides us with some fascinating information about how dealers deal with clients and how they view from various applications.

3. RESEARCH METHODOLOGY

3.1 Primary data: 100 people are chosen at random by researchers to fulfill the study's goals. As well as this data is collected by people to people to get clear statements

To gather information, a questionnaire was utilized to track various modules—such as those that promote different qualities new features, and securities.

3.2 Secondary data : secondary data were obtained from published and unpublished documents

3.3 Scope of the study : The current study is done on sales and buyers' behavior. this study will help future researchers for more of an understanding of the Effects of Digital Marketing on Consumer Purchasing of Electronic Goods.

3.4 Limitations:

1. The study is limited to one city (Sangali).
2. Customer can change their opinion according to trend or taste
3. No one agreed to share their current income capacity.

4 DATA INTERPRETATION AND ANALYSIS

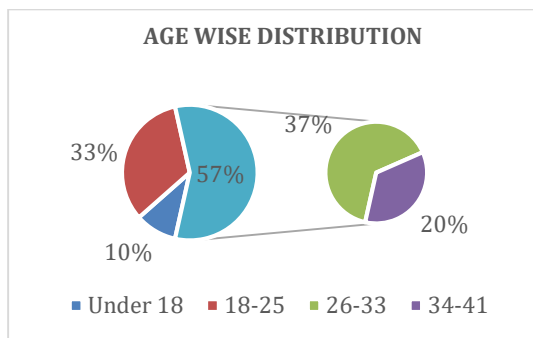


fig.1

Information regarding the percentage age-wise distribution is shown in Fig.1 . Additionally, there are four different age groups 57% of people under the age of 18 use digital shopping. Only 10% of the age 34–41 categories use it, nevertheless. The age group of 18 to 25 uses 33% of the total. While 37% of adults in the 26–33 age group use the internet.

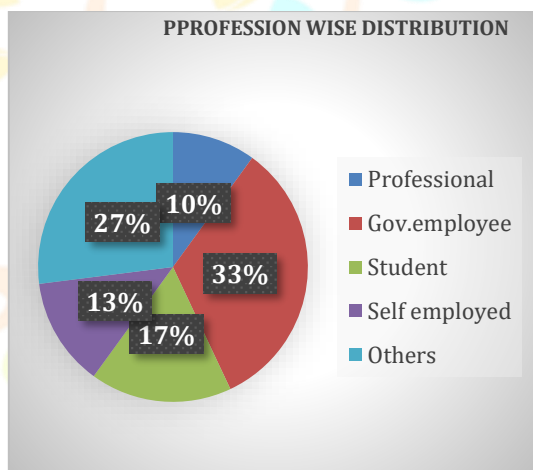


fig.2

Fig.2 up top displays data on the distribution of professions broken down into a total of five categories. 33% of those using are government workers. Professionals, on the other hand, use at least 10%. Additionally, self-employed workers use 13% Consequently, 27% of users from other groups and 17% of students both use digital shopping.

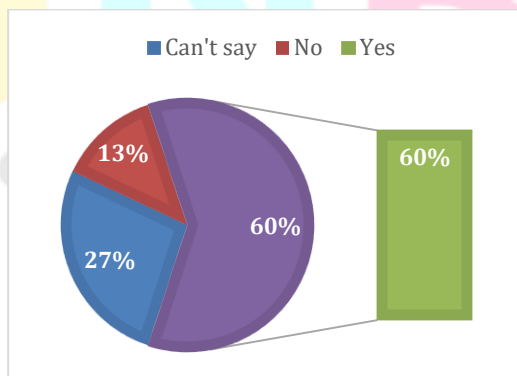


fig.3

Comparing pricing across websites prior to deciding a buying choice is shown in Fig 3. It is divided into three sections. Yes, No, I'm Not Sure. 13% of people oppose online shopping. In addition, 27% of people are unsure about their opinions and cannot express them. Additionally, 60% of people say they will make a choice.

Table .1

Statements	Certain Yes	Yes	Don't know	No	Never
Easy Track	Frequency				
Usually received the product on schedule	30	18	12	20	20
Every product information is mentioned on the product page.	35	10	20	25	10
24/7 open service	50	20	12	15	03
Customers can select products through comparisons	35	15	15	09	26
Qualities/ Awareness/ Attractive Applications					
Quality of product and information displayed on the application so it is easy to select products	25	39	08	15	13
People believe in nowadays advancement of technology. I trust applications that give guarantee as well as protection for my requested goods.	27	14	25	28	6
The applications always help me with their information page whether products have that much quality or not.	19	29	30	12	10
According to me, online and actual offline shopping has different product price and in comparison, to offline shopping online shopping is saving consumers money.	30	32	19	9	10
In my opinion, different applications are giving their products different features and information in detailed	29	25	14	19	13
Less – time consuming					
While buying goods online it usually takes minimum time.	45	16	27	8	04
I can select my favorite product by watching many options within seconds no need to move location it is no wasting my time.	28	19	17	20	16
According to me, I think it does not take much time it is a time-saving platform. Digital shopping	33	20	16	19	12
Surety of product security					
While shopping online I don't feel scared	9	19	32	34	6
I don't need to worry about my personal information while shopping online	6	11	45	28	10
I always prefer shopping online mode	15	22	24	28	11

The above table chart illustrates the information from the questionnaire and it shows the various main 4 statements—easy track, qualities,

awareness, attractive applications, less time-consuming, the certainty of product security, and the various 5 opinions that each person expressed—certain yes, yes, don't know, no, never by questionnaire and data collection is illustrated in the above table. Frequency is also mentioned. As a result, 30 people strongly agree with the statement that Easy Track typically receives the product on time, and just 12 people are unaware of it. Additionally, 35 people strongly agree with another claim made about the simple track, 10 people strongly agree with and 10 people strongly disagree with each of the product-related claims made on the product page. Additionally, there is a 24/7 open service 50 people highly agree with this claim, and just 3 have never tried this before. Evidently, regarding the claim that customers may choose products by comparing them 35 individuals strongly agree with this statement, and at least 9 disagree. However, an additional 39 respondents affirm that the statements about desirable features and applications are true. While just 8 people are aware of it. Moreover, 28 rejects People today still have faith in technological growth.

Applications that offer protection and a guarantee for the required goods have my faith and at least six people never purchase online. As a result, 30 persons claim to be unaware of the situation, with 10 being the fewest to have ever tried it. According to, 30 persons claim that they have no knowledge of it, and 10 at the very least claim to have never done so. The applications always assist me by providing information on their information pages regarding the quality of the products. The majority of respondents—32—say that online shopping saves customers money compared to offline shopping, whereas 10 respondents fall into the never category. However, this statement ignores the fact that online and true offline shopping have distinct product prices. Additionally, in my opinion, many applications provide their products with unique features and information, as seen by this statistic: 29 people strongly agree with it, whereas 13 disagree. In addition, according to this assertion, purchasing things online typically takes the shortest amount of time (45 majority individuals agree, while 8 disagree). Additionally, I may choose my favourite goods by viewing a variety of possibilities in a matter of seconds without having to leave my current place, which means that I won't be wasting any time. 28 individuals agree with carpooling, while 16 disagree. On the other hand, I disagree and believe that it is a platform that saves time. According to this claim, 33 people disagree and 6 swear they'll never do it. As a result, when it comes to this security-related remark, 34 respondents say no and at least 6 people say never. However, according to this statement, I don't need to be concerned about the security of my personal information when purchasing online since just 6 individuals agree with it and 45 disagree. Although 28 people in the majority and 11 people in the minority both disagree with this assertion, I always refer to internet purchasing for this statement eleven individuals reply never, and 28 people say no.

5 NEED OF THE STUDY-

The method marketers sell their products according to the buyer's perception. As well as they know the method that every consumer has a different approach and different financial capacity to buy their product. However, it is important to study how online shopping influences every different generation.

5.1 OBJECTIVE OF STUDY -

1. To research the current state of online shopping in Sangali by using a phone or other electronic devices.
2. To examine the variables that influence consumers' perceptions of digital purchasing in Sangali.
3. To research the possibility of digital shopping to develop shortly.

5.2 HYPOTHESIS -

H0: Consumers that acquire digital electronic products do so regardless of their line of work

H1: Consumers' purchases depend on their line of work when they buy digital electronics.

$$n = \frac{X^2 P(1-P)}{d^2} = \frac{1.96^2 * 0.5(1-0.5)}{0.1^2} = 96.04 \text{ (Round of 100)}$$

$$d^2 = 0.1^2$$

H0: Evaluation of Hypotheses Consumer purchases of digital and electronic goods are independent of the consumer's vocation, according to study hypothesis H0.

H1: Consumers' purchases of digital and electronic goods depend on their line of work.\

Values indicated in brackets are expected values results of the chi-square test as below.

Occupation /product	Clothes	Electronic Appliances	Cosmetics	Accessories	Total
Student	12(8.61)	05(10.19)	06(6.31)	10(7.89)	33
Housewife	10(10.17)	06 (12.04)	14(7.46)	09(9.33)	39
Service	11(13.57)	21 (16.05)	10(9.95)	10(12.43)	52
Business	14(14.35)	19(16.98)	10(12.43)	13(13.15)	55
Professionals	13(13.30)	20(15.74)	13(12.20)	13(12.20)	51
Total	60	71	44	55	230
% Total	8.70%	10.29%	6.38%	7.97%	66.67%

Level of significance $\alpha = 0.05$ at 5%

$X^2 = 19.819$

df = 12

P = 0.071

Since $P > 0.05$ Null hypothesis is accepted and the Alternative hypothesis is rejected (Research-Methodology-CR-Kothari Conference 6, n.d.).

6 FINDINGS OF THE STUDY

A minimum of 50 million of India's over 950 million mobile customers have access to the Internet. Growing Online Spending: Over the years, the popularity of purchasing goods via the Internet has been rising significantly. Because of the ease, easy access, and variety of options offered by e-commerce sites, buyers have been moving away from conventional physical stores. Shopping on mobile devices has become extremely common as a result of the increasing use of cell phones. Mobile-friendly applications and websites are the preferred browsing and shopping options for customers. Budget Sensitivity refers to While making a decision to buy, consumers on the internet frequently actively compare prices on multiple sites. They frequently search for special offers, sales, and free transport deals. The consumer testimonials: Online testimonials and evaluations are very important in influencing consumers' purchase choices. An item or service's confidence and belief can be considerably increased by reviews that are favorable. Descriptions of products and visuals: When buyers are unable to experience a product, they may still make educated judgments with the aid of thorough product descriptions and excellent images, such as pictures and videos. Cart abandonment: Many shoppers add products to their carts but remove them before making a purchase. High shipping prices, undisclosed charges, worries about security when making payments, and price comparisons are some causes of abandoning purchases. Individualization: Customers value customized suggestions for goods determined by their navigation and purchasing patterns and other customized shopping experiences. Influence of social networking sites on online shopping: Facebook and other social media websites now have a significant impact. Through social media marketing, referrals from friends, and influencers, consumers frequently learn about new products. Security worries: Some people are still concerned about online security. Secure payment options, trust seals, and transparent privacy policies.

7 SUGGESTIONS OF THE STUDY -

To sum up, the information needs to make some changes as follows:

Before releasing any digital product, especially one that involves electronic goods, marketers must comprehend how accessible digital facilities are to the youth market. Also, people from rural areas don't have proper knowledge about online buying materialistic things they should learn about it. Furthermore, rural areas people have a negative approach towards mobile shopping they don't trust online shopping.

CONCLUSION –

After happening the latest technological revolution in businesses, digital marketing has become more prominent and widely practiced (Faruk, Rahman, and Hasan 2021). Respondents prefer online shopping for a variety of reasons, such as lower prices or discounts, time savings, the availability of a wide range of products and the ability to make purchases, the ease with which customers were able to complete their purchases thanks to the websites' user-friendliness, and a desire to avoid future hassles associated with shopping.

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