



## CONSUMER BUYING BEHAVIOUR TOWARDS THE DIGITAL MARKETING: WITH SPECIAL REFERENCE TO SIRSA DISTRICT

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### ABSTRACT:

The promotion of brands via the internet and other digital communication channels is known as digital marketing, sometimes known as online marketing. It comprises text and multimedia messages as well as email, social media, and web-based advertising as a marketing channel. Any form of marketing that can be measured by marketing experts across the consumer journey and that leverages electronic devices to deliver promotional messaging. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can appear in a variety of formats, such as social network postings, paid social advertisements, online videos, display ads, and search engine marketing. Digital marketing is often compared to "traditional marketing" such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing. The functions that marketing companies do are also changing. While agencies that began as digital shops are beginning to compete in the traditional advertising industry, so-called "traditional" agencies are becoming stronger at digital marketing. Integrative approaches that relate to a company's whole brand identity are essential to attaining its objectives now more than ever. Consumers are increasingly more fluent in their movement across channels and in their use of multiple of channels at once. They expect the same from the brands with which they connect. Anyone still thinking in the old "traditional versus digital" dichotomy is sorely out of date. With the accessibility of digital media, customers may now look beyond what a company says about their reputation and instead consider what the media, friends, associations, peers, and other groups are saying as well. Social networking enthusiasts and users are becoming excellent resources for generating referrals. Additionally, bear in mind that referral marketing greatly benefits from the spread of the word and the development of brand awareness thanks to high-quality items. Many people utilise social media to spread the word. The use of digital marketing also results in comprehensive communication coverage while spreading the company's message economically to a large audience. Additionally, various free online marketing and promotion techniques like websites are used. The budget for digital marketing has been judged to be comparably smaller than the budget for traditional marketing. On a limited budget, bulk SMS and email marketing can reach a sizable number of clients. Not only SMEs but also large organizations have used email marketing.

### KEYWORDS:

BUYING BEHAVIOUR, CONSUMER ATTITUDE, ONLINE SHOPPING.

PAPER ACCEPTED DATE:

28<sup>th</sup> November 2024

PAPER PUBLISHED DATE:

30<sup>th</sup> November 2024

### 1. INTRODUCTION

Digital marketing refers to the use of digital technology to generate awareness among consumers, which will ultimately lead to a decision to purchase the items and services supplied, rather than traditional marketing tactics. After the internet rose to prominence in the twenty-first century, it spawned a slew of different platforms with unique uses. As the globalisation movement took hold, businesses around the world decided to transform itself into businesses that are concentrated on selling and promoting their products on a worldwide scale, rather than simply locally (Rezvani, et. al., 2012). If we take into account the marketing portfolio, it gave rise to the digital marketing technology, which could develop and visualize integrally new experiences for both the sellers and the

consumers regarding variation in dataset and the clusters of information, available over the internet (Kumar, N., et al., 2017). Moving on to the definition of digital marketing, it may be defined as the movement of various elements of marketing strategies and activities to a computerized, networked environment such as the Internet (Kaur, P., et al, 2015). E-marketing has a wider scope whereas if we talk about internet marketing then it just refers to the internet applications, like world wide web and the electronic mail, e marketing includes all above plus tools like mobile phones, internet extranet, etc. (Rezvani, S., et al.,2012).

The term "digital marketing" has changed over time from a term used specifically to describe the marketing of goods

and services through digital channels to an all-encompassing term used to describe the use of digital technologies for customer acquisition, building of preferences, promoting brands, customer retention, and sales growth. Following the American Marketing Association's firm centric definition

(<https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>),

## 2. LITERATURE REVIEW

**Kierzkowski et al. (1996)** According to their analysis, digital marketing focuses on giving advertisers the ability to offer individualised services and content in real time, one client at a time, to foster a sense of customization. Smith (2011) additionally examined at how social networking sites and the Internet work together to support existing customers by providing them with the content they require and allowing them to exchange the same information quickly, enabling them to make purchases.

**Degeratu et al. (2001)** when comparing the preference behaviour of customers in online and traditional supermarkets, note that while brand names are essential for brand names in some categories—for example, non-sensory qualities have a greater effect on online preferences—online price responsiveness increases due to the heavy emphasis on price discounts on online promotions. Additionally, when considering training and income as a demographic variable, brand names are more important for brand names in other categories. However, the overall effect of price and promotion makes online shopping worse than traditional shopping. But the whole effect of the price and promotion makes internet shopping worse than offline.

**Halfordand et al. (2003)** identified as the growing prevalence of childhood obesity based on a substantial body of research. According to the conventional view of obesity externality, external variables have a greater impact on obesity than on leanness. Watching TV has an influence on weight gain, at least in part due to insufficiently regular activity instead of watching. TV, however, cannot merely promote inactive lifestyle choices. This encourages eating as well. Friends are linked to overindulgence in snack foods and TV shows. In India, the average person uses the internet for about five hours per day. Given that Indians spend over half of their time on social media, social networking is still their preferred online activity. Social media users spend 26% more time on social networking sites than on television. With an average age of only 23, the majority of social media users in the nation are younger than those in other countries. People scan their phones 150 times a day, or every 6.5 minutes, on average. When using a smartphone to join up for these interactive social networking websites, 72% of users never turn off their phones. Cotte et al. (2006) encouraged the use of new technology to foster engaging and effective interactions between businesses, consumers, and a larger online marketplace that offers distinctive

features. For many consumers, the internet has become an essential part of daily life (Sople, 2011). Peoples research products online before purchasing them (Kemp, 2015).

**Ballantine (2005)** the purpose of this study is to investigate how two elements of an online shopping environment may affect customers' levels of satisfaction. The range of information offered by an e-commerce environment and its degree of engagement were the two independent factors that this study evaluated at. In a virtual experiment containing a 3 × 3 between-subjects factorial design, participants were shown a fictitious online retail business. A total of 360 web visitors' replies were gathered. The findings indicate that customer satisfaction was significantly impacted by the website's degree of interaction and volume of information.

**Verma (2009)** this study examines exploratory research that was conducted over a 12-month period. According to research, advertising is a powerful instrument with unexpected effects. But sometimes there's no way to verify it. There are no significant indications that promotion is effective in any way, not even with a strong boost or control. These days, consumers are stimulated by an abundance of advertisements, which has led to dissatisfaction and hostility towards them. Through crucial study, the impact of pertinent and redundant advertisements on consumers' behaviour was examined in this focus. According to the findings, there should be a reversed design in the representative relationship between sentimental response and advertising exposure. The findings also show that reiteration has a non-monotonic relationship with message influence: Message openings that are increased from low to moderate levels have a more alluring effect; nevertheless, if they are expanded further, breakage and a reduction in idealists occur. Customers were attracted to observe such promotions, and incidental notices also revealed negative reactions. The overall response indicated a dislike for these advertisements, which illustrates the potential waste of resources in promoting the consumption of these commercials. To put it briefly, a reasonable level for ads must be established, and costs must be expended correspondingly.

**Dastidar&Datta (2009)** this study found that younger women have a significantly greater gender correlation between the indicator and the influence of scanning structures on instinctive shopping tendencies than younger males do. It suggests that the young woman's impulsive buying habits lead to her desire for diversity, willingness to take chances and be innovative, and behaviour sparked by curiosity. During the test, it is significantly less for the male gender. The population in the 15–34 age groups increased from 353 million in 2001 to 430 million in 2011. Current projections indicate that young population growth will be consistent, reaching 464 million by 2021. With 64% of its working-age population, India would have the youngest population in the world by 2020 (India, April 17, 2013).

**Rastogi A. k (2010)** the research study aims to

comprehend the components related to online shoppers' purchasing behaviour. The developer used many financial criteria to anticipate the purchase behaviour of customers with reference to internet spending. Based on the data provided in the exploratory study, Indian consumers spend approximately 55% of their total consumption on food items. Through his work, the designer also helps us comprehend the factors that influence a buyer's behaviour in addition to their intention to shop online and their impressions of the ease and utility. The maker's closes from the analysis can be a crucial component of the market direction. According to the audit's findings, evaluating consumer purchasing behaviour can enhance our understanding of how consumers behave while making purchases online. The study also shows that India's perception of online commerce is improving and that the country has an extremely bright future for it.

**Basheer (2010)** investigated how SMS advertisements affected consumers' thoughts and intentions to purchase. According to his research, there is a positive correlation between electronic media and purchasing decisions.

**Ankur Kumar Rastogi (2010)** an analysis of the characteristics of Indian internet users' online buying behaviour, together with a study of their purchasing habits. The purchase habits of consumers were examined using a variety of socioeconomic factors pertaining to internet shopping. Additionally, this helps researchers in knowing the dynamics of customer behaviour and their intention to shop on the Internet and consumer views regarding use and usefulness. The hypothetical Findings can be viewed as an important source of direction for orienting the market. The study's conclusions show that evaluations of customers' purchase patterns can aid in improving how consumers view the actions of digital marketers.

**Dr.Durmaz (2011)** In the research paper titled "The influence of cultural variables on online shopping habits and the survey discovered that, when purchasing products and services, culture, beliefs, and traditions play a significant role, with the environment, friends, and social groups accounting for 48.6%. In this instance, the influence of cultural elements is significant.

**Satish, et al. (2011)** discovered a number of characteristics that influence customers' decisions to transfer mobile service providers. According to their findings, there is a link between switching service providers and characteristics such as inadequate network coverage, frequent network troubles, call charges, family and buddy influence, and word of mouth communication.

**Zeb and Ashib (2011)** the study's conclusion was that, in Coimbatore, the impact of a brand on consumers' purchasing decisions is a major problem. The fashion sector includes apparel, accessories, shoes, and other things like gadgets or cosmetics. The work is centred on the clothing industry. When it comes to apparel expenditure, age influences women's spending more than

socioeconomic position does.

Chidambaram and Alfred, 2007). But a small number of recent studies by Samson, Mehta, and Chandani (2014), Bagga and Gupta (2014), Agrawal&Arockiadoss (2012), and Kumar (2012) are mostly supporting the use of digital media by Indian auto marketers or emphasising their understanding of the capacity of Indian auto purchasers to create online media.

**Sharma K. & Mishra K. (2011)** in the paper, they have delineated and scrutinised the Indian consumer marketplaces concerning annual profits, customer segments, labour division, bulk purchases, and stylish living. Shopping habits in India have changed, especially for the fast growing middle class, as a result of factors like rising disposable income, the proportionate growth of younger people, shifts in attitudes and prices, the introduction of new products, the availability of credit cards, higher rates of literacy, a greater awareness of brands, and urbanization want to seem and behave well. Additionally, the attitude towards shopping has changed from that of a routine, repetitive work to one of a rich pleasure. The process of purchasing a car involves several steps that are managed by digital media, such as needs analysis, knowledge search, purchase evaluation, and post-purchase phases (Nielsen, 2012). Indian consumers of automobiles make use of internet communication platforms as informational tools, assess various brands online, handle analysis, comments, and evaluations from peers, family members, and experts, and join online communities, discussion websites, and social media pages dedicated to automobile companies. According to Hutter, Hautz, Dennhardt, and Füller (2013), although contemporary technology presents advertisers with new challenges and opportunities because data networks primarily influence car purchase decisions, the precise effects of tech use remain debatable and marketers need to be aware of how it affects consumer choices.

**Mark, Nicolas, & Michel (2011)** they focused less on immaterial services and more on consumer goods. Greater growth potential provided by a consumer-oriented approach that incorporates the 23 goals and principles of the consumer. Market segmentation is influenced by two psychographic variables that are crucial to the consumer: their commitment to their national or ethnic culture and their need for global orientation. However, they come to the conclusion that there are significant differences in the way and extent of control that globalisation affects different people, places, and situations. Globally, businesses are spending more on digital marketing (Maddox, 2015). The Winterberry Group stated in its 2016 report that its digital spending increased by 6.4%, while TV and external media had increases of 3.3% and 2.6%, respectively. The negative performance indicated by magazines and journals is 1.9 and 6 per cent, respectively.

**Rajput et al. (2012)** this form of research is a comprehensive analysis of women's preferences for fashion clothing. The marketing and many purchasing options are drawing individuals, particularly women, to

different things. This study primarily focuses on women's fashion clothes purchasing behaviour. A sane understanding of consumer behaviour patterns can aid the promotion in drawing in and maintaining awareness of their target clientele. This study's motivation is to examine Indian women's purchasing behaviour and to gain a deeper understanding of the essential elements of stamped clothing that influence female consumers' adoption of sharply marked clothing. The study presents the conclusion that women's buying behaviour and unquestionable clothing are thoroughly recognised. Price, fitting, and purchasers' income level are basic variables, according to the report, and a few other factors—status, durability, and whiz recognition—are deemed unimportant. With a sample of about 150 women, the current audit organised an evaluation of designer clothing shopping among Indian consumers, particularly urban females. The audit revealed that women are fully aware of the clothes that are visible, and their buying habits indicate that they occasionally purchase these items.

**DahiyaRicha (2012)** According to a recent study in the field of e-business titled "Impact of demographic factors of consumers on online shopping behaviour: a study of consumers in India," online shopping is undoubtedly the way of the future for consumers worldwide. To sell their goods and services online, the majority of businesses operate online portals. Even while internet shopping is highly popular outside of India, the country's market, which is a sizable and important customer base, is still not growing at the same rate as the rest of the world. The desire to do a study on online buying in India was spurred by the potential rise of this activity. The study's findings show that a number of demographic factors, including age, gender, marital status, family size, and income, have a substantial impact on Indian consumers' online buying decisions. Future research in a related field may be conducted using the study's conclusions by researchers and practitioners. Companies want to find more business prospects and win back more customers now that they understand the value of e-commerce. Therefore, it is critical to comprehend how customers adopt e-commerce and how they behave when they shop online. This is thought to be distinct from how they would act in a conventional retail setting. The idea of consumer internet shopping behaviour is therefore necessary.

**Kumar P. (2012)** Overall, the findings indicate that respondents had a favourable perception of internet purchasing. This explains quite nicely why the nation's online purchasing industry is projected to rise. Nonetheless, there is comparatively little online purchasing in the nation. Online retailers can develop their goals and plans for the nation using the pertinent variables and factors found in the study. In an online buying environment, organisations have the ability to give priority to the implicit and explicit needs of their customers. Numerous businesses might utilise the information to determine which consumer categories are their target market. Practitioners might use the study's findings to

re-evaluate or revise their online buying tactics. Online retailers ought to focus more on the female market, since data indicates that women make more purchases online than do men. Therefore, businesses should develop the policies and plans necessary to draw in more customers from this market going forward. Businesses will find more commercial opportunities as a result of technological advancements. Businesses will find that electronic commerce plays a significant role in their operations. Gaining additional insight into the online buying habits of consumers can assist businesses in growing their online clientele and online sales. Simultaneously, as consumers become more aware of the advantages of internet shopping, they are more inclined to make online purchases. The number of Internet users will increase as a result of the platform's growing popularity, and more of them will start making regular purchases online. However, as e-commerce develops, additional issues will arise. The way consumers shop online will change as a result of changes in the business environment, the economy, and corporate operations, among other factors. Thus, it is imperative to dedicate ongoing efforts to the dynamic analysis of customer online shopping behaviour. Given the understanding of consumer online buying behaviour, it is anticipated that e-commerce would keep expanding and integrate itself into people's daily lives in addition to serving as a significant source of income for businesses. Since participants in this study came from a variety of Indian cities and backgrounds, it is among the most significant on online buying in the country.

**Islamet et al. (2013)** examined the characteristics that must be added in order to provide the greatest online buying services connected by means of contemporary communication systems. The constructs "perceived usefulness," "perceived ease of use," and "compatibility and complexity" were employed in this investigation. The outcome of the current investigation confirms that the following notable factors need to be addressed: The intention to use AMPS is greatly influenced by the way one views its application. One important finding of this study is that consumers need internet goods and services that are more user-friendly, compatible, intuitive, and less complicated. Online shopping services have grown significantly in popularity in recent years, and mobile device, smartphone, and app usage is spreading throughout the globe. In addition, a key factor in technological acceptability that promotes adoption is attitude towards use.

**Agarwal (2013)** in her study of factors influencing online buying behaviour of customers in Mumbai (2013), she discovered that time savings, money savings, smooth transactions, easy comparison of goods and services, and on-time delivery of goods are all factors influencing online shopping. According to her results, there is a link between age and online buying, with the younger generation preferring it and the older generation preferring not to shop online. The results reveal that consumers with a higher level of education are more interested in online

purchasing. The preference for internet purchasing among male consumers is 60%. Consumers believe that online shopping is simple for 38% of them. The majority of respondents, 92 per cent, believe that online shopping saves them time, and 85 per cent believe it saves them money. Customers can look at the products listed on the internet and compare them to what other similar online shopping businesses are giving in order to obtain the greatest bargain.

**Mittal, A. (2013)** discussed research concerns, such as new advances and various internet buying problems, as important factors for consumer behaviour heterogeneity. The goal of the research is to get a quantitative picture of the reality of internet purchasing in India. The study's goals include determining the differences between physical and online stores, as well as the impact of digital on consumer behaviour and convenience. The primary aim of this study was on online variables, namely those that influenced a consumer's online purchasing behaviour. The study focused on internet shopping, covering website e-commerce, e - shopping, and online security, as well as the preservation of anonymity, confidence, and trustworthiness, as well as a discussion of digital customers' behaviour, such as purchase motivation, environment, and decision-making.

**Alshibly (2014)** created a model that facilitates understanding of the motivations behind students' utilisation of online learning resources. The study's author found that attitude, perceived system quality, and perceived self-efficacy are significant factors that influence the desire to use an e-learning system. After a thorough analysis, all of the study's variables were found to have a substantial impact on the selection of e-learning systems. The most accurate measure of a person's likelihood and level of certainty to engage in certain behaviour was their attitude. The idea that an individual's behaviour may be more accepting and inclined to be accepted when they have a positive attitude has also been furthered by this study. Perceived system quality and perceived self-efficacy were the reliable indicators of intention to use e-learning systems in this study. It has been found that electronic learning tools are simple to operate, leading us to believe that the user's environment has a significant impact on the activity. Service providers give us simple-to-use e-learning resources that are intuitive for both educators and prospective users.

**Trong, Khanh&Gim (2014)** the new face of retail purchasing is online shopping. Nowadays, it is used in every country in the world, including Vietnam. Even while the popularity of internet shopping is starting to rise quickly in Vietnam, it is still not as widespread as it is in many other nations. This study aims to determine the variables that could affect Vietnamese consumers' happiness with their whole online purchasing experience. A survey questionnaire was used to gather data from 216 individuals, and that data was used to evaluate the model. Lastly, data were subjected to regression analysis in order to assess study hypotheses. In terms of its goal and

methodology, this study can be classified as both a descriptive-survey and an applied research study. The research's conclusions will offer a benchmark for evaluating online purchasing and customer satisfaction based on a number of factors, including merchandise attributes, payment techniques, confidentiality, security, and quality of service.

**Elisabeta Loanals (2014)** 116 participants in a structured questionnaire examined how electronic media affects consumer purchasing decisions. His findings have demonstrated how the internet affects changes in purchasing decisions. Antoine Camara discussed the potential that online platforms can offer to consumers as well as businesses in his piece.

**Jisna (2014)** the goal of this research project is to quickly examine each of the main consumer behaviour models. For the most part, all models are easily comprehensible due to their clear and concise language style. The definition of the consumer comes first. A consumer is any individual who is involved in the use cycle. People who make purchases for their own use or to satisfy their family's basic needs are known as purchasers. Buyer Direct collects information on how individuals decide how to allocate their available resources, such as time, money, and effort, to the use of diverse items and connections. An audit of purchaser conduct model hypotheses is presented in this study. Aside from this factor, which influences buyer behaviour, are discussed in this review. This research gives views on the following models: Howard-Sheth, Engel-Kollat-Blackwell, Nicosia, Stimulus-Response, and Traditional (economic, learning, psychoanalytic, and sociological). Marketers must understand why consumers respond a certain manner to a mix of products and brands they push in order to create value for consumers and benefits for associations. The customer's direct implies actions that are carried out and associated with people who are specifically involved in the purchase and use of financial services and goods. Gaining control over the buyer lead would enable us to identify various market segments and develop strategies to impact their encroachment.

**Trivedi and kumar (2014)** determine the main factors that have made mobile purchases more popular in India. Postgraduate business administration students were the study's target audience, and Bangalore was its exclusive focus. The TAM model, which is quite popular, was used to reframe the study in the perspective of today. Five independent variables make up the model, and they all have a direct impact on how individuals think about and handle mobile commerce. The proposed model was developed to investigate and validate the attitudes of Indian youth on mobile commerce. Making plans and strategies for the growing telecom industry was the aim of this research. The study's findings support the notion that young people still use the technological acceptance model. Additionally, it is confirmed that a person's sincere desire and intention drive him to engage in adoption and usage behaviours. As a result, the author draws some useful conclusions, such as the need for service providers and

developers to target Gen Y in their M-commerce promotions and ads. The groups pushing M-commerce ought to concentrate on Gen Y and its needs.

**3. RESEARCH GAP:**

According to the preceding literature, several studies were conducted mostly on the areas of digital marketing and its impact on consumer buying behaviour as evidenced by the number of papers cited. However, there has been very little research done on various digital technologies. As per researcher knowledge there are no specific studies in impact of digital marketing on consumer buying behaviour special reference in district Sirsa (Haryana).

**4. OBJECTIVE OF THE RESEARCH**

1. To study the influence of demographic factors on digital marketing.
2. To identify the factors that influence buying behaviour of consumer towards digital marketing.

**5. RESEARCH HYPOTHESIS**

H1. There is no significant difference in consumer buying behaviour towards digital shopping due to gender.

**6. RESEARCH METHODOLOGY**

To achieve the goals of this research, descriptive and exploratory research will be conducted. 250 users of digital marketing were chosen randomly for filling the questionnaire. The data for the study were collected through survey from 250 participants; out of these only 200 respondents filled the questionnaire. 50 questionnaires were not considered because of incomplete responses. The sample area is taken only from Sirsa through Simple Random Sampling Technique. For the purpose to conduct the study, a questionnaire has been used for collecting primary data. We examined the questionnaire's validity

and reliability. In this work, the Anova and T-test, Cronbach's alpha for reliability assessment, and exploratory factor analysis were the statistical methods applied. The scope of study was 250 Sirsa region residents who own purchases item & services from online mode.

**6. DATA ANALYSIS & INTERPRETATIONS**

As advised by Hair et al. (2010), the Cronbach's alpha for each of the constructs in the pilot study is more than 0.6, as shown in Table 1. This illustrates how dependability is determined and how the constructs may be used for further examination. The two sections of the questionnaire were as follows: the first included a brief demographic profile of the customers utilising online shopping portal applications and services, including their gender and profession. The variables related to the problems consumers are looking for and how satisfied they are with the services and digital marketing they are using are included in the second section. The participants were provided with a five-point Likert scale, ranging from 1 for "Strongly disagree" to 5 for "Strongly agree." Ten experts who have used online shopping portals for the past year and five academics in the field of innovation participated in a pre-test of the survey to ensure that the instrument's criteria and content validity are established. Initially, there were three items for perceived ease of use, three things for price value, and two items for perceived digital marketing promotion. Eventually, there were just two elements for perceived shipping services. Upon completion of the pilot project, we will proceed to gather responses from the selected sample in order to complete the data using both online and offline methods. We use Cronbach's alpha to verify the data's dependability. The study finds that the value of .769 in Table 1 indicates the internal consistency of the data, as shown by Cronbach's alpha.

**TABLE 1**

**KMO AND BARTLETT'S TEST**

Kaiser –Meyer-Olkin Measure of Sampling Adequacy.		.738
Bartlett’Test of Sphericity	Approx. Chi- square	7141.090
	df	135
	Sig.	<.001

**Table 2**

Dimensions	Indictors	Statements	Mean	S.D
Digital Marketing promotion	DMP1	Due to the influence of advertising on digital platform, I make suddenly online shopping.	2.26	1.461
	DMP2	Attractive promotional offers from websites encourage me to make an online purchase.	2.54	1.312
Perceived ease of use	PEU1	Massive information of a product helps to me buying decision.	1.75	1.163
	PEU2	Digital shopping platform provide full details about the products or items.	2.17	1.349
	PEU3	I prefer digital shopping because it is possible to buy anything anywhere through digital shopping platform.	2.42	1.319

Perceived Price value	PV1	I want to buy only when I get good offer by online shopping portal.	2.99	1.3
	PV2	Reviews of various digital shopping consumers helps me to online buying decision.	2.04	1.238
	PV3	I prefer to buying products when the price is very low on some festival or occasion on online shopping portal.	2.01	1.231
Perceived shipping services	PSS1	I prefer digital shopping because it saves me from the traffic delays.	2.63	1.18
	PSS2	Product delivery via shipping services takes a very long time.	2.11	1.01

**TOTAL VARIANCE EXPLAINED**

Exploratory Factor analysis helps in the reduction of data and also determines the underlying dimensions to accomplish the specified objective. The total variance explained by the ten factor obtained is 70.261, and the findings of optimal factor analysis are considered a good

value. Only those factors whose Eigen value exceeds 1 have been considered. Table 3 presents the outcomes of the total variance explained, including the extracted variables, the Eigen values, the percentage of variance, and the cumulative percentage.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.205	28.917	28.917	5.205	28.917	28.917	3.914	21.746	21.746
2	4.017	22.319	51.236	4.017	22.319	51.236	3.560	19.780	41.525
3	2.656	14.753	65.988	2.656	14.753	65.988	3.205	17.805	59.330
4	1.508	8.375	74.364	1.508	8.375	74.364	1.968	10.931	70.261

**NUMBER OF FACTORS EXTRACTED**

A total of five components, accounting for 70.261 percent of the variation, were retrieved. The table 3 displays the findings of the Principal Component Analysis using Varimax Rotation. Five components have been retrieved, as the table illustrates; communalities are displayed in the last column. The quantity of variance that an initial variable shares with every other variable in the analysis is known as its communality. The table's anti-penultimate row reveals the eigen values for components 1 through 5: 28.917, 22.319, 14.753, 8.375. The penultimate row of the table displays the percentage of variance explained by

each of the following factors: observed 21.746, 19.780, 17.805 and 10.931. Of the Total Variance, 70.261 percent can be explained by the factor solution.

**Factor Loadings, Communalities, and Reliability Results**

The factor analysis results must meet the standards and be appropriate in order to proceed with additional data analysis. For this reason, it is necessary to examine the factor loadings and communalities of each variable. To verify the accuracy of the data, the Cronbach alpha value for every factor should be computed.

**TABLE 4**

Factor	Factor Name	Items	Factor Loading	Communalities	Cronbach's Alpha
Factor 1	Digital Marketing promotion	DMP1	.875	.809	.791
		DMP2	.845	.796	
		DMP3	.841	.867	
Factor 2	Perceived ease of use	PEU1	.870	.792	.814
		PEU2	.836	.800	

		PEU3	.824	.758	
		PEU4	.722	.808	
Factor 3	Perceived Price Value	PV1	.901	.846	.934
		PV2	.823	.758	
		PV3	.745	.839	
Factor 4	Perceived shipping services	PSS 1	.896	.905	.848
		PSS 2	.706	.860	
		PSS 3	.396	.770	

**7. DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

This part of the study has instigated an endeavor to present the demographic profile including their gender and profession of the respondents from Sirsa district.

Demographic variables of the respondent’s gender and profession have been presented in the following Table no.4.

**TABLE NO 5  
DEMOGRAPHIC PROFILE OF THE RESPONDENTS**

	Dimensions	Frequency	Percentage	Cumulative frequency
Gender	Male	120	60%	60%
	Female	80	40%	100.0%
Profession	Student	90	45.0%	45.0%
	Businessman	40	20.0%	65.0%
	Employee	45	22.5%	87.5 %
	Housewife	25	12.5%	100%

The sample consists of 200 respondents from Sirsa. Gender-wise, the sample is equally distributed, with 60% male respondents and 40% female respondents. Professions-wise, 45% are students, 20% are businessmen, 22.5% are employees, and 12.5% are housewives.

**• Gender and its impact on consumers’ buying behaviour towards Online Shopping**

The one demographic variable taken to study the impact on Digital Marketing is “Gender.” The present study includes the respondents who are currently purchasing from Digital therefor, they are referred to as “Online Shoppers.” The online shoppers can be of two gender

categories, i.e., either male or female. The present study included 120 males and 80 females. To study the impact of gender on customer attitude toward the digital marketing has been explained by using an Independent t-test which is explained in detail in the next section.

**• Test of Homogeneity of Variance**

Two unrelated groups are assumed to have the same variance for the independent t-test. Levene’s test can be used to confirm the equality of variance. The results of the Levene test for each digital marketing component sorted out by gender are shown in the following table. The impact of gender on consumers’ opinions towards the adoption of digital marketing is examined using eight different criteria.

**TABLE 6.  
TEST OF HOMOGENEITY OF VARIANCE**

Factors		Levene's Test for Equality of Variances	
		F	Sig.
Perceived Digital Marketing Promotion 1	Equal variances assumed	1.795	.181
	Equal variances not assumed		
Perceived Price value 2	Equal variances assumed	.065	.800

	Equal variances not assumed		
Perceived Ease of Use 3	Equal variances assumed	4.526	.034
	Equal variances not assumed		
Perceived Shipping Services	Equal variances assumed	.114	.736
	Equal variances not assumed		

Source: Primary data compiled using IBM SPSS, 29.

The Levene test results, which are shown in above table 4.2, can be used to test the hypothesis that the variance for the independent t-test is homogeneous. The results show that all factor values are greater than 0.05, indicating that for each of these five variables, the variances for the two groups are equal (Pallant, 2011). It also complies with the equality of variance assumption because the variances for the two unrelated groups are equal.

**• Results of Independent t-test**

To examine the correlation between gender and the behaviour components towards digital marketing, an independent sample t-test is adopted. The group statistics of the independent and dependent variables used to examine their connection are included in the t-test findings. The mean, standard deviation, and standard error mean statistics for each dependent variable for each gender category are shown in Table 5. The responses of men and women to the digital shopping

Components are reflected in the mean score. I have working on Z-Scores which have mean 0 and Std. deviation

1 and rest of scores are also in decimal then mapped with anchor points. Z scores ranges between -3 to 3 measured the items on 5 point scale with the anchor 1(SD) to 5(SA)

Anchor point of likertsacale 1(SD) 2 3 4 5(SA)

Zone

disagreement 0

Agreement .....

Corresponding Z-score -2 -1 0 +1 +

It means the Z-score of -0.001(-) is almost and indicates neutral response while z-scores of 0.02(+) indicate that this category gave responses towards agreement.

In relation to each of the four factors of digital marketing in table 4, the null hypothesis for gender is formulated. These null hypotheses were tested with the independent sample t-test, and the outcome was described. It presents the comprehensive outcome of the t-test in which the p-value, significance value, mean difference, and standard error difference of the Digital Marketing factor with respect to gender have been computed

**TABLE NO 7.**

**GROUP STATICS**

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perceived Digital Marketing Promotion	Female	80	.0447	1.02	.0617
	Male	120	.0386	.974	.0542
Perceived Price value	Female	80	.007	1.009	.060
	Male	120	.006	.992	.055
Perceived Ease of Use	Female	80	.05	1.030	.061
	Male	120	.0475	.972	.054
Shipping Services	Female	80	.020	1.009	.060
	Male	120	.017	.993	.055

Source: Primary data compiled using IBM SPSS, 29.

In relation to each of the four factors of digital marketing in table 7, the null hypothesis for gender is formulated. These null hypotheses were tested with the independent sample t-test, and the outcome was described.

It presents the comprehensive outcome of the t-test in

which the p-value, significance value, mean difference, and standard error difference of the Digital Marketing factor with respect to gender have been computed.

- Independent sample t-test to signify the association between Gender and Digital Marketing**

**TABLE NO. 8:  
INDEPENDENT SAMPLE T-TEST**

		t-test for Equality of Means							
		t	df	Significance		Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
				One-Sided p	Two-Sided p			Lower	Upper
Perceived Digital Marketing Promotion	Equal variances assumed	1.02	598	.154	.308	.08347028	.08186739	.24425284	.07731228
	Equal variances not assumed	1.016	574.682	.155	.310	.08347028	.08219570	.24491089	.07797033
Perceived Price value	Equal variances assumed	.166	598	.434	.868	.01361472	.08193663	.17453325	.14730381
	Equal variances not assumed	.166	582.287	.434	.868	.01361472	.08203916	.17474343	.14751399
Perceived Ease of Use	Equal variances assumed	1.253	598	.105	.211	.10253503	.08183117	.05817639	.26324644
	Equal variances not assumed	1.248	574.014	.106	.213	.10253503	.08217755	.05887034	.26394039
Perceived Shipping Services	Equal variances assumed	.462	598	.322	.644	.03787776	.08192388	.12301573	.19877125
	Equal variances not assumed	.462	582.534	.322	.644	.03787776	.08201834	.12320993	.19896544

Source: Primary data compiled using IBM SPSS, 29

**Hypotheses Testing Results**

Null hypothesis have been developed and tested by applying an independent t-test. There is no significant difference in the perceived digital marketing promotion of digital marketing in males and females because the significant value is .181, which is higher than 0.05. The null hypotheses are therefore acceptable. Similarly, the significant value of the gender in association with perceived price value was 0.800, Perceived shipping

services was 0.736 which is all higher than 0.05, and therefore it means the null hypotheses were accepted for these variables. Thus, it could be found from the mean score of males and females that females (.055) feel more at ease of use as compared to males (.047) while adopting digital marketing, as shown in table 6. In the case of other variables, it was found that there is not any significant difference between males and females while adopting digital marketing. Thus, the null hypotheses, i.e., H01a, H01b, H01c, H01d, were accepted.

**TABLE 9:  
SUMMARY OF HYPOTHESES TESTING USING INDEPENDENT T-TEST**

Hypotheses Name	Hypotheses Statement	Sig. (P value)	Conclusion
H01a	There is no significant difference with regard to the Perceived Digital marketing Promotion of digital marketing based on Gender.	.181	Accepted
H01b	There is no significant difference with regard to the Perceived of Price value of digital marketing based on Gender.	.800	Accepted

H01c	There is no significant difference with regard to the Perceived Ease of Use of digital marketing based on Gender.	.034	Rejected
H01d,	There is no significant difference with regard to the Perceived Shipping Services of digital marketing based on Gender.	.736	Accepted

Source: Researcher's compilation

Table 8 shows the hypothesis testing overview using the output produced by the independent t-test. There has been a significant difference between males and females in terms of 4 factors of the Digital Marketing. The using Digital Marketing has been found to be different between males and females. The Ease of Use Digital Marketing are different as the p value (PEU=0.034) were less than 0.05. Additionally, a significant difference between males and females was discovered with reference to the Perceived Ease of Use towards the using Digital Marketing.

The significant value of Perceived Ease of Use, i.e., 0.034, shows the rejection of the null hypotheses since the value is less than 0.05. The t-test results reveal that there is a distinction between males and females with respect to Perceived Ease of Use only. This implies that males and females can perceive distinct angles of way of use in Digital Marketing.

## 8. FINDINGS OF THE STUDY

- The investigation revealed that four components were taken out of the analysis. The components name are: Perceived Digital Marketing Promotion, Perceived Price value, Perceived Ease of Use and shipping services.
- The outcomes of demographic analysis indicate that there is not any significance difference between the gender of the individuals regarding digital shopping.

## 9. CONCLUSION

This study provides a conceptual framework to assist scholars in comprehending customers' purchasing habits. The study's conclusions offer important new information about how online shopping is perceived by consumers while making purchases. Practitioners can benefit from this evaluation of the current research by comprehending how celebrities influence the decisions made by consumers who buy products associated with the online shopping. The study determined the elements of

attractiveness, popularity, and attitude that impact consumer behaviour in the area of online shopping. This study identified four factors—Perceived Digital Marketing Promotion, Perceived Price value, Perceived Ease of Use and shipping services—that influence consumer behaviour towards online shopping.

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