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Dr. Gyan Chand
Faculty, Department of MBA,
Sido Kanhu Murmu University
(SKMU), Dumka, Jharkhand,
India

A study on consumer's attitude towards direct marketing in Bhagalpur city

Dr. Gyan Chand

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Abstract

The Evolution of Consumer Behaviour in India is significantly impacting the lifestyle and purchasing patterns of customers. The purchasing habit of urban middle- and upper-class Indian consumers is heavily influenced by Western culture. Western tendencies are seeing a rise in positive attitudes. The Indian consumer has shown a notable shift towards a more open-minded and adventurous mindset. Foreign brands have achieved significant customer approval in India, including a range of goods including beverages, packaged food, ready-to-eat food, pre-cooked food, canned food, personal care products, audio/video products, clothing and apparel, footwear, sportswear, toys, and gift items. Consumer behaviour is a multifaceted phenomenon that is often seen as lacking rationality. A further obstacle will arise from the variations in customer personalities that exist both internationally and inside specific locations. It is important to take into account the vulnerable customer, who may not have the same level of access to options as the normal consumer. From a market standpoint, the population of India may be divided into several customer categories depending on their social class, social position, and economic level. A significant and contemporary advancement in India's consumer culture is the rise of the rural market and the need for environmentally sustainable items across many consumer categories. India's rural regions are home to 75% of the country's population and account for 33% of the national GDP, making it imperative to acknowledge and address this issue. Finally, the paramount importance is in the creation of value and the provision of consumer happiness. In the era of digitalization, it is essential to stay abreast of emerging trends in social media.

Keywords: Consumer behaviour, rural market, foreign brands, GDP, digitalization

1. Introduction

There has been a notable shift in the expenditure patterns of Indian consumers across different categories in recent years. There has been a decline in the proportion of expenditure allocated on food and drinks. In urban India, consumer spending was divided into two categories: food and non-food, with an average of 30 days. The spending on food encompasses several items such as cereals and cereal replacements, milk, milk products, vegetables, edible oil, and other related items. The non-food expenditure included fuel and lighting, while the remaining portion was allocated to clothes, footwear, and other non-food expenses. In India, individuals belonging to the upper income bracket allocate a greater proportion of their earnings towards luxury items and fashionable products, as opposed to fast-moving consumer goods.

1.1 Introduction to Digital Marketing

Digital marketing has emerged as a novel marketing approach, offering corporations new avenues for doing commercial operations. Marketing efforts undertaken via digital media provide direct communication between marketers and prospective consumers, regardless of their geographical location, in a timely manner. The introduction of new communication technologies is seen as a significant signal of this transition. The term "digital marketing" refers to the emergence of new communication methods that are facilitated by technological advancements. Digital channels include popular social networks such as Facebook, Twitter, Instagram, and other online platforms including websites, microblogs, and search engines. Due to the emergence of digital channels for consumer contact, existing communication tools are increasingly being referred to as "traditional communication tools".

Corresponding Author:
Dr. Gyan Chand
Faculty, Department of MBA,
Sido Kanhu Murmu University
(SKMU), Dumka, Jharkhand,
India

Conventional modes of communication include written materials such as journals and newspapers, visual mediums like television and cinema, and auditory instruments like radio.

2. Literature Review

Silverstein Michael and Sayre Kate (2009) ^[9] stresses upon the importance of serving the women consumer to succeed in the current business scenario. They highlight the fact that women consumers are often neglected while they are one of the biggest sources of revenue generation. Focusing on the needs of the women consumers and creating a market offering that caters to their needs can result in huge profitability of any business firm.

Hutchens Anna (2010) ^[10] discusses the impact of Fair-Trade policy on women's empowerment at a grass root level. She focuses on the fact that the Fair-Trade system is ineffective in the Asian craft producer context because of two primary reasons. Firstly, it adopts a charitable approach which validates the existing gender inequality and secondly, there is no policy or governing body that upholds the cause of women's empowerment as a right. The paper offers two solutions for tackling this problem, namely, to develop a market focused business model for crafts and to create a strong regulatory system that provides protection to these women under human rights.

Jena Pradeep Kumar (2010) ^[15] focuses on understanding the impact of globalization on the craft tradition of India. With the breaking down of global barriers and the world becoming a global village, the scope of Indian handicrafts is huge in the world market due to its unique appeal. Moreover, a lot of Indian crafts are also used by international brands.

Reubens Rebecca (2010) ^[11] discusses the importance of designer and craftsperson association to create more market savvy products as per the needs of the modern consumer. She also highlights the fact that design innovation at a strategic level is the key driver to preserve the sustainable aspect of craft products by taking into account the socio-cultural, economic and environmental contexts. Botnick Ken and Raja Ira (2011) ^[12] highlight the fact that the handicrafts of India can be a tool for developing innovative and sustainable designs. They emphasize on the aspect that the reality of operating with scarce resources makes the Indian mind develop products that are adaptable and utility based through creative thinking.

Sarkar Anirban (2012) ^[13] focuses on the importance of green marketing in the current socio-economic context. With the increase in consumer awareness, green marketing has evolved as a source of sustainable development. The paper focuses on the concept, need and relevance of green marketing while highlighting the current scenario in India and opportunities and challenges for marketers.

Sadia Afzal *et al.*, (2015) ^[14] discussed in his paper the impact of online and conventional advertisement on consumer buying behavior of branded garments results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behavior.

Joseph *et al.*, (2019) ^[14] studied switching cost and its relationship with customer retention, loyalty and satisfaction and found that switching cost has significant effect on customer retention.

Fusun CIZMECI *et al.*, (2019) ^[16] investigated the impact of digital marketing tools on brand awareness generation among housing companies. Under this study theoretical framework was drawn for usage of trends in digital marketing.

3. Objectives of the Study

- To study the awareness of digital marketing in Trichy consumers.
- To analyze the influence of digital marketing in purchase decision.
- To know about the kind of products bought by utilizing digital channels.
- To analyze the impact of digital marketing in purchase decision.

4. Scope of the Study

The suggestion from the study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

5. Research Methodology

5.1 Research Design

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 50 respondents from the specified area. The samples have been considered by using non-probability technique (convenient sampling method) was validated and took it for further analysis. Secondary data is also being collected from articles, journals etc. The tool used to analyze the data is chi-square test.

5.2 Area of the Study

For this study the respondents are randomly selected in the Bhagalpur city.

5.3 Research Approach

For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format.

5.4 Sampling Technique and Sample Size

The sample size of 50 was taken for the purpose of conducting pilot study to find the respondent makes use of digital channel to buy products.

5.5 Data Usage

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed by using chi-square test.

5.6 Research Instrument

Data was collected through structured questionnaire by using non comparative scaling technique likert scaling is used in the questionnaire. It has been classified into two parts explain the awareness of digital marketing and it influences over the customer buying decision the impact of digital marketing can be studied through analyzing the collected data. Secondary data were collected Journal, Case Studies, web sites, E-book, etc.

6. Analysis and Interpretation

Table 1: Respondent's Profile

S.No	Question	Options	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	total	percentage	
1	Age	20 or below																										14	0.56	
		21-25	1	2	3		4	5	6	7				8	9					10	11	12	13	14				14	0.56	
		26-30																									1		1	0.04
		31-35										1																	3	0.12
		36and above				1							2	3		4		5	6										6	0.24
2	Gender	male	1	2			3	4	5	6			7	8					9	10	11	12	13					13	0.52	
		female			1	2	3					4	5	6	7	8	9	10								11		11	0.44	
3	Educational qualification	Graduation																						1				1	0.04	
		Post-graduation	1	2	3		4	5	6	7				8	9	10												15	0.6	
		phd				1						2	3	4													7	7	0.28	
		Others																										1	0.04	
4	Occupation	Business people																										3	0.12	
		Professionals		1	2						3	4	5															9	0.36	
		Students												1	2									3	4			5	0.2	
		Others	1	2		3	4	5	6																			7	0.28	
5	Monthly income	<10,000	1	2		3	4	5	6																			9	0.36	
		10,000-20,000												1	2													5	0.2	
		20,000-30,000		1																									1	0.04
		>30000				1						2	3	4													9	9	0.36	
6	Which of the following digital channel do you aware of?	Social media		1		2	3			4																		10	0.4	
		websites/blogs	1	2	3	4	5	6	7	8	9	10	11	12														19	0.76	
		multimedia advertising		1		2	3			4																	6	6	0.24	
		E-mail		1		2				3	4	5																5	0.2	
		others		1		2				3	4																	5	0.2	
7	From which of the digital channels, you bought products?	Social media											1											2	3			3	0.12	
		websites/blogs	1	2	3	4	5	6	7			8	9	10	11	12	13									18	18	0.72		
		multimedia advertising																						1					1	0.04
		E-mail								1						2												2	0.08	
		others								1							2	3							4			4	0.16	
8	which digital channel influences you more to buy?	Social media																										2	0.08	
		websites/blogs	1	2	3	4		5				6	7			8	9	10					11	12		13	14	15	0.6	
		multimedia advertising					1																		2				3	0.12
		E-mail									1																		2	0.08
		others									1																		4	0.16
9	What kind of products would you prefer to buy using digital channels?	Convenience goods																										5	0.2	
		Shopping goods	1	2	3	4		5		6	7	8	9	10														18	0.72	
		Speciality goods													1	2	3											3	0.12	
		Unsougt goods																										0	0	
10	Does digital chnnels change your opinion towards the buying decisions?	strongly agree	1		2	3		4	5	6		7	8	9	10													10	0.4	
		Agree		1		2																						7	0.28	
		No opinion																										3	0.12	
		Disagree										1																2	0.08	
		Strongly disagree																										2	0.08	
11	Are you satisfied with the product bought using digital channels?	strongly agree																										4	0.16	
		Agree	1	2	3		4	5				6	7	8														16	0.64	
		No opinion																										4	0.16	
		Disagree																										0	0	
		Strongly disagree																										0	0	
12	How often you buy products using digital channels?	Frequently	1	2		3		4		5																		7	0.28	
		Sometimes			1		2		3				4	5			6	7	8					9	10		11	11	0.44	
		Rarely										1																	4	0.16
		Never																											2	0.08
13	Mention the products would you like to buy using digital channels?																													

Source: Primary data

Hypothesis- H₀₁ Educational qualification is not associated with the awareness about digital marketing

Table 2: Chi-Square Test

	SM	WB	MA	E	0	Total
G	1	0	0	0	0	1
PG	5	12	3	3	3	26
Phd	3	5	3	2	2	15
0	1	1	0	1	0	3
Total	10	18	6	6	5	45

Source: Primary data

Table 3: Chi-square analysis

Observed	Exp	chi-sq
1	0.2222	2.7222
0	0.4	0.4000
0	0.13333	0.1333
0	0.13333	0.1333
0	0.11111	0.1111
5	5.77778	0.1047
12	10.4	0.2462
3	3.46667	0.0628
3	3.46667	0.0628
3	2.88889	0.0043
3	3.33333	0.0333
5	6	0.1667
3	2	0.5000
2	2	0.0000
2	1.66667	0.0667
1	0.66667	0.1667
1	1.2	0.0333
0	0.4	0.4000
1	0.4	0.9000
0	0.33333	0.3333
	Total	6.5808

Source: Primary data
DF-12

Hypothesis- H₀₂ Monthly income is not associated with the kind of products prefer to buy through digital channels

Table 4: Chi-square analysis

	c	Sh	Sp	Total
1	4	5	0	9
2	1	3	2	6
3	0	1	0	1
4	1	7	1	9
Total	6	16	3	25

Observed	Exp	chi-sq
4	2.16	1.5674
5	5.76	0.1003
0	1.08	1.0800
1	1.44	0.1344
3	3.84	0.1838
2	0.72	2.2756
0	0.24	0.2400
1	0.64	0.2025
0	0.12	0.1200
1	2.16	0.6230
7	5.76	0.2669
1	1.08	0.0059
	Total	6.7998

Source: Primary data
DF-6

Hypothesis- H₀₃ customer satisfaction is not associated with product buy through digital Channels

Table 5: Chi-square analysis

	1	2	3	4	Total
SM	1	3	0	0	4
WB	2	13	2	0	17
MA	0	1	0	0	1
E	1	0	1	1	3
O	1	0	3	0	4
Total	5	17	6	29	29

Observed	Exp	Chi-sq
I	0.6897	0.1397
3	2.3448	0.1831

o	0.8276	0.8276
o	0.1379	0.1379
2	2.9310	0.2957
13	9.9655	0.9240
2	3.5172	0.6545
o	0.5862	0.5862
o	0.1724	0.1724
1	0.5862	0.2921
o	0.2069	0.2069
o	0.0345	0.0345
1	0.5172	0.4506
o	1.7586	1.7586
1	0.6207	0.2318
1	0.1034	7.7701
I	0.6897	0.1397
o	2.3448	2.3448
3	0.8276	5.7026
o	0.1379	0.1379
	Total	22.9907

Source: Primary data
DF-12

7. Findings based on Statistical Analysis

- Hypothesis H_{01} Calculated value 6.5808, Table value 21.026
C.V < T.V, H_0 is accepted educational qualification is not associated with awareness about digital channels
- Hypothesis H_{02} Calculated value 6.7798, Table value 12.592
C.V < T.V, H_0 is accepted Monthly income is not associated with the kind of the product prefer to buy through digital channel by the consumers
- Hypothesis H_{03} Calculated value 22.9907, Table value 16.2960
C.V > T.V H_0 is rejected

8. Conclusion

The results of the study can be utilized by practitioners in re-looking or revamping their strategies for online shopping. Online websites should pay more attention to the female segments as results prove that females shop more in online shopping as compared to men. So, companies should devise the policies and strategies to attract a greater number of people in this segment in future also. Online retailers should also investigate the possibility of running call centres which could ensure that the customer get a chance to formally interact with the other party before the actual purchase. This is one of the important studies on online shopping in Indian context because it has included people from diverse backgrounds from different cities in India. It includes the random sample of individuals from major cities of India, which a representative of whole population of India. This study finds unanimity amongst diversity by including people of different age groups falling under different income segments with difference in attitude and buying behavior.

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