

Development of a Digital Marketing Model with Special Reference to IT Professionals

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Abstract

The advancement of Digitalization has painted the prototype of existing IT on a fast speed and additionally this swiftness has fashioned a alteration on our day to day proceedings and on the other hand Digital Marketing at once shaped a happening for its supplement. The main objective of this study is to develop a Model for Digital Marketing with special reference to IT Professionals for Software Development Industry with Digital Marketing as a Dependent Variable in addition Personal Preferences, Purchasing Power, Capabilities, Perception, Success Factors and Hindrance Factors respectively as its predictors. The study uses a survey analysis for 406 IT Professionals which constituted about 76% male and 24% female respectively. The results depict there is an encouraging correlation between the Purchasing Power and Capabilities which divulge that there is a good attachment with Digital Marketing. Further, Durbin-Watson index is 1.70, which is suitable for Digital Marketing Model.

Key words— digital marketing, IT professionals, success.

Introduction

The Internet is becoming an increasingly popular medium in terms of facilitating the information search, choice formation, and Purchase decision. Considering that the online shoppers are known to be motivated from maximize benefits and minimize risk in online shopping are expected to play important roles in explaining shoppers current shopping behaviors and predicting their behavior to shopping online continuously. E-commerce (electronic commerce or EC) is the buying and selling of products and services on the internet, especially the World Wide Web (Tech target, 2007-2012). E-commerce offers a lot of online marketing opportunities to companies, which are worldwide with high rapid growth of online shopping. It has pleased retailer as well as wholesaler in dealing with mass number of products and services through online mode and proved very helpful in expansion of the market. Online shopping or marketing is the use of technology (i.e., computer, internet) for the best marketing performance and online channels are mixing strategies to meet the challenging demand of their online shoppers; they show interest in studying shoppers in every field to check the attitude of shoppers towards online shopping and the satisfaction attached to it and try to influence them by various plans and schemes. In this study, the multiple regression analysis was employed to measure the relationship between 6 independent variables and receptivity to online buying behavior. E-shopping is a form of E-commerce wherein consumers directly buy goods or services from a seller over the internet. Online shopping is done through an online shop, e-shop, e-store, Internet shop or online store. All the products in online stores are described through text, their photos and with multimedia files. Many online stores will also provide links for extra information about their products. They often make available, safety procedures, instructions, manufacture specification

and demonstrations (Tech target, 2007-2012). Benefits of E-commerce have been grown very fast because of many advantages associated with buying things on internet as the lower transaction and search cost as compared to other types of shopping. Online shopping allows consumers to buy faster, more alternatives and can order products and services with comparative lowest price (Cuneyt& Gautam, 2004). In the twenty-first century, trade and commerce have been so diversified that multichannel has taken place and online shopping has increased significantly throughout the world (Johnson, Gustafsson, Andreassen, Lervik, & Cha,2001).This study has been taken with a scenery to Develop a Digital Marketing Model with Special Reference to IT Professionals so as the best possible efforts are put in by them to carry on with the actions for trying to endure in the present day circumstances.

Literature Review

As per Samantray(2015), Shoppers of online goods and services potentially may experience psychological disorders or they may have psychological abnormalities factor.

As per, Trotzke,et al.(2015)In the online buying transactions, the shoppers meet indirectly with the sellers without any see. So the buyers can feel some sort of anxiety in form of uncertainty about the deal, confusion, restlessness about the quantity and quality, wrong specification, and also the poor timing address details for the accurate delivery of the goods, and even about the misuse of their personal data used while booking an order online.

Roudposhtiet al.(2018)reveal that Accuracy, Diversity, Ease of Use, Recommendation Quality, Satisfaction, Trust and Usefulness have significant influence on customers' intention to purchase a product recommended by the recommender systems.

Seiders et al. (2007) reveals the five service convenience dimensions, namely decision, access, benefits, transaction, and post-benefits convenience, are considered important by offline shoppers

According to Jiang et al. (2013)This study reveals the five dimensions of online shopping convenience are: access, search, evaluation, transaction, and possession/post-purchase convenience.

Harmanjot(2018) reveals that Consumers for different products coming from various age-groups, different socio- cultural backgrounds and having different geographical locations act differently while making the buying decision. Whenever a consumer buys anything from the market, final decision is influenced by four namely cultural, social, personal and psychological factors.

Md. Aminul Islam et al.(2018) says that Online shopping is more driven by the ICT infrastructure development, online payment systems and the Internet penetration rate in Bangladesh. E-shopping behavior is influenced by net connectivity, website esthetics, security, customers' experience, age and learning curve, etc. This study empirically reveals the consumer behavior of online shoppers in Bangladesh.

Abhijit Dey (2014) reveals that majority of the respondents shop online, which is a good factor for corporate sector that are searching for promoting and boost up their sales target. Some respondents who don't shop online are afraid of leakage of their privacy of personal information. Inability to touch and see the product physically. It has also revealed that internet literacy has significant

relationship on online purchase, so task should be taken to promote internet literacy so as to promote online shopping.

Sirrka L., Peter A. (1996) says that Product perceptions, shopping experience, customer service, and perceived consumer risk are some factors that affect e- shopping on the internet.

Young Jun Lim (2001)) reveals that the factors of entertainment, convenience, reliability, and quality of information with speed are important factors in customer satisfaction in online shopping.

As per Siekpe (2008) Human factor in term of visitor on a site, Entertainment, informative, usefulness, attitude towards website, revisit intention are the important characteristic of a good website and it affects consumer' buying behavior while online.

Liu Kaiming(2014) concluded that the most influencing factor among four factors is website design/features followed by convenience factor, time saving factor and security factor. It is also found that low price, discount and quality of product and information are found to be important factors.

This study has been taken against the above backdrop to identify the following factors of Digital Marketing i.e. Personal Preferences, Purchasing Power, Capabilities, Perception, Success, Hindrance. These factors have an association with valued outlook which subject around the connect of Digital Marketing

Material and Methods

Objectives of the Study: The Present study has been undertaken with the following broad objectives

- a) To identified the critical factors for development of Digital Marketing Model with special reference to IT Professionals for Software Development Industry.
- b) To develop a Model for Digital Marketing with special reference to IT Professionals for Software Development Industry.

The present study has been based on survey conducted with special reference to IT Professionals for Software Development Industry. Data has been collected through a self-structured questionnaire comprising five Likert Scale from the 406 IT Professionals which constituted about 76% male and 24% female respectively (see table 1) and the same is depicted through Figure 1

Table 1

Gender	Frequency	Percent
Male	308	75.9
Female	98	24.1
Total	406	100.0

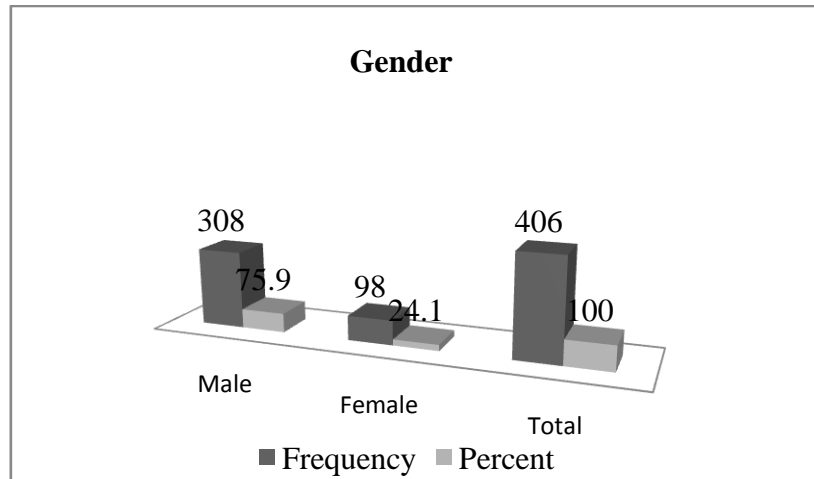


Figure 1

Marital Status is also considered in this study for which by and large IT professionals are married which constitutes about 75% (See Table. 2) and it signifies about their active contribution towards the acquaintance of Digital Marketing.

Marital Status	Frequency	Percent
Married	305	75.1
Unmarried	101	24.9
Total	406	100.0

Table 2

Age groups too are considered in the study since it depicts the situation of eminence and its virtual towards the respondent's involvement meant for predilection. It can be seen that majority of the Age correspond to between 26 - 35 respectively (See Table-3).

Age	Frequency	Percent
Between 20 – 25	55	13.5
Between 26 – 35	318	78.3
Between 36 – 44	25	6.2
Above 45	8	2.0
Total	406	100.0

Table 3

Development of a Digital Marketing Model with Special Reference to IT Professionals

A series of Monthly Salary (See Table -4) have been measured in the study as a for which it divulge the participation across varied Income groups and eventually considered their reliance for acquaintance of Digital Marketing. Majority of IT Professionals match up with Monthly Salary of less than Rs. 50000.

Monthly Salary	Frequency	Percent
Less than Rs.50000	273	67.2
Between Rs.50000 – Rs.1 Lac	117	28.8
Between Rs.1 Lac - Rs.1.5 Lacs	6	1.5
Above Rs.1.5 Lacs	10	2.5
Total	406	100.0

Table 4

The survey was tested for reliability and over all reliability score (Cronbach Alpha) has been .923 (see Table 5) which is reliable. The period of data collection was Aug, 2020 to Jan, 2021

Reliability Statistics	
Cronbach's Alpha	No of Items
.923	53

Table 5

Result and Discussion

After undertaking a descriptive analysis of all six factors i.e. Personal Preferences, Purchasing Power, Capabilities, Perception, Success, Hindrance respectively, Correlation has been also been undertaken to find the relationship between critical factors for the implementation of the Digital Marketing Model, furthermore Regression technique with Digital Marketing as a dependent variable has been used to find the important predictors Digital Marketing Model with special reference to IT Professionals for Software Development Industry.

Personal Preferences: Personal Preferences of Digital Marketing is composed of six components viz., Digitalization is convenient to you for online buying (PP-1), You tend to do buying via digitalization mode (PP-2), You prefer online shopping rather than physical buying (PP-3), You feel motivated while buying through the impact of digital marketing (PP-4), Offers attract towards digital buying (PP-5), Desire for online buying (PP-6). These components indicate the level for collection of Digital Marketing. As per Table 6, Overall results highlight that highest rating has been given to PP-2 and PP-4 respectively. Thus in terms of Personal Preferences, the above two are considered extremely important.

Factors	PP-1	PP-2	PP-3	PP-4	PP-5	PP-6
Mean	4.16	4.44	3.79	4.17	4.00	4.10

Table 6

Purchasing Power: Purchasing Power of Digital Marketing is composed of six components viz., Internet allows getting access to the exclusive content which people do not obtain from any other medium (PPO-1), Through internet, consumers stay updated about various activities of companies (PPO-2), Internet is truly an interactive medium when it comes to purchase the brand (PPO-03), Internet helps in Post Purchase Experience analysis (PPO-04), Internet helps in knowing Company way of Promotion (PPO-05), Internet helps in Purchasing via visual Image with price tag (PPO-06). These components indicate the level for collection of Digital Marketing. As per Table 7, Overall results highlight that highest rating has been given to PPO-1 and PPO-2 respectively. Thus in terms of Purchasing Power, the above two are considered enormously important.

Factors	PPO-1	PPO-2	PPO-3	PPO-4	PPO-5	PPO-6
Mean	4.57	4.52	3.59	4.31	4.07	4.03

Table 7

Capabilities: Capabilities of Digital Marketing is composed of six components viz., Companies should use online activities in their marketing efforts (CA-1), Consumers like interactive ability of online marketing which is not applied in case of traditional mediums like print ads, television commercials or outdoor media (CA-2), Consumers are convinced with advantages of online activities majority of them still feel that online marketing is not safe (CA-3), The cost of promoting business on the Internet is cheaper than other mediums of marketing (CA-4), Internet marketing facilitates an instant feedback from the customers (CA-5), Internet marketing saves a lot of time and effort (CA-6). These components indicate the level for collection of Digital Marketing. As per Figure 2, Overall results highlight that highest rating has been given to CA-1 and CA-2 respectively. Thus in terms of Capabilities, the above two are considered enormously important.

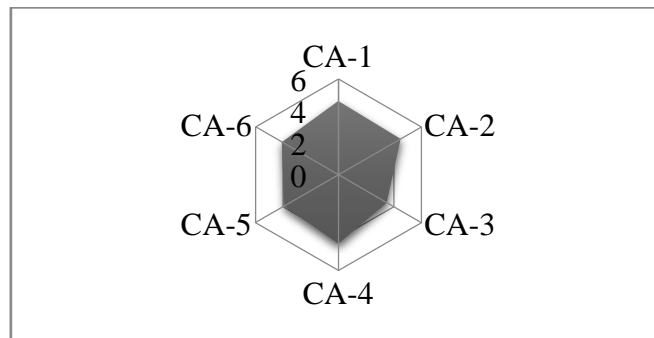


Figure 2

Perception: Perception of Digital Marketing is composed of six components viz., The Most Preferred Source to get Awareness for various Brand (Print Adv.) (P-1), The Most Preferred Source to get Awareness for various Brand (TV Commercials) (P-2), The Most Preferred Source to get Awareness for various Brand (Online Media) (P-3), The Most Preferred Source to get Awareness for various Brand (Outdoor Media) (P-4), The Most Benefitted Online Marketing offer over the traditional Marketing (Low Cost) (P-5), The Most Benefitted Online Marketing offer over the traditional Marketing (Ease of Shopping) (P-6), The Most Benefitted Online Marketing offer over the traditional Marketing (Interactive Medium) (P-7), The Most Benefitted Online Marketing offer

over the traditional Marketing (Time Saving) (P-8), The Most important social media Platform will be referred according to its significant (Facebook) (P-9), The Most important social media Platform will be referred according to its significant (Linkedin) (P-10), The Most important social media Platform will be referred according to its significant (Instagram) (P-11), The Most important social media Platform will be referred according to its significant (Twitter) (P-12), The most popular daily or weekly sources of information on brand awareness (Smart Insights) (P-13), The most popular daily or weekly sources of information on brand awareness (Email News letter) (P-14), The most popular daily or weekly sources of information on brand awareness (Google +) (P-15). These components indicate the level for collection of Digital Marketing. As per Figure 3, Overall results highlight that highest rating has been given to P-1, P-2, P-10 and P-14 respectively. Thus in terms of Perception, the above four are considered exceedingly significant.

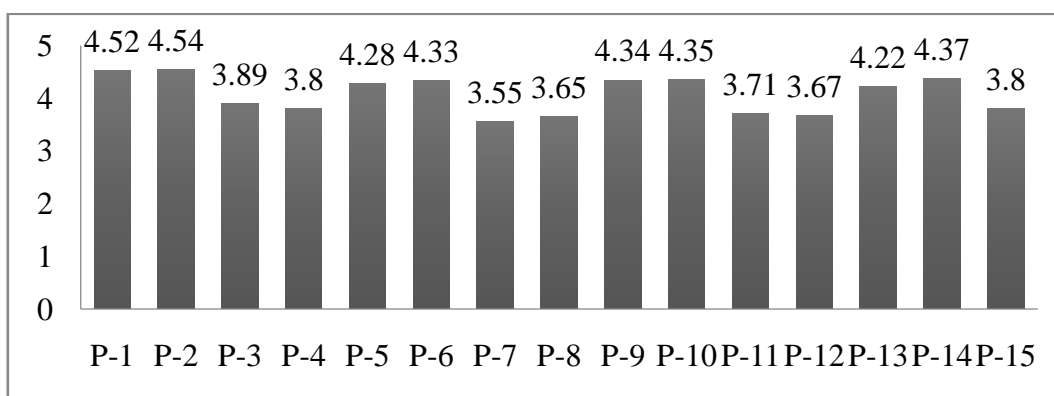


Figure 3

Success Factors: Success Factors of Digital Marketing is composed of six components viz., Security (SF-1), Ease of Use (SF-2), Speed/saving of time (SF-3), Reliability (SF-4), Deals offered by the Company (SF-5), Gathering Information (SF-6), Wide range of Choice (SF-7), Easy Payment Mechanism (SF-8), Quick Delivery of Products and Services (SF-9), Access to Global Markets (SF-10). These components indicate the level for collection of Digital Marketing. As per Table 8, Overall results highlight that highest rating has been given to SF-1, SF-2 and SF-6 respectively. Thus in terms of Success Factors, the above three are considered extremely important.

Factors	SF-1	SF-2	SF-3	SF-4	SF-5	SF-6	SF-7	SF-8	SF-9	SF-10
Mean	4.58	4.63	4.19	4.38	4.37	4.40	4.38	4.15	4.12	4.19

Table 8

Hindrance Factors: Hindrance Factors of Digital Marketing is composed of six components viz., Lack of Budget (HF-1), Lack of Time/ Resources (HF-2), Lack of Knowledge (HF-3), Lack of Accurate Measurement (HF-4), Competition (HF-5), Skill Set (HF-6), Feed Back (HF-7), Privacy (HF-8), Complaints (HF-9), Training (HF-10). These components indicate the level for collection of Digital Marketing. As per Table 9, Overall results highlight that highest rating has been given to HF-1, HF-2 and HF-5 respectively. Thus in terms of Hindrance Factors, the above three are considered extremely important.

Factors	HF-1	HF-2	HF-3	HF-4	HF-5	HF-6	HF-7	HF-8	HF-9	HF-10
Mean	4.56	4.56	4.08	4.21	4.40	4.26	4.05	4.05	4.05	4.04

Table 9

Table 10 reveals that there is an encouraging relationship between all the six factors viz. Personal Preferences, Purchasing Power, Capabilities, Perception, Success, Hindrance respectively however positive 0.48 correlation between the Purchasing Power and Capabilities is the pinnacle connection which indicates these two as important predictors for the implementation of the Digital Marketing Model.

Correlations		PP	PPO	CA	P	SF	HF
PP	Pearson Correlation	1	0.36	0.34	0.33	0.33	0.34
PPO	Pearson Correlation	0.36	1	0.48	0.40	0.29	0.33
CA	Pearson Correlation	0.34	0.48	1	0.45	0.37	0.35
P	Pearson Correlation	0.33	0.40	0.45	1	0.45	0.36
SF	Pearson Correlation	0.33	0.29	0.37	0.45	1	0.42
HF	Pearson Correlation	0.34	0.33	0.35	0.36	0.42	1

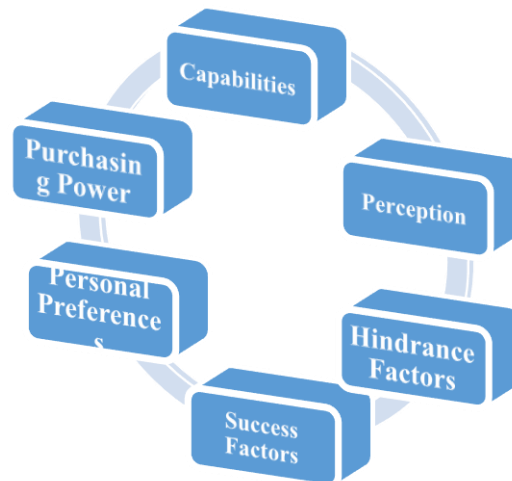
Table 10

The regression model results are highlighted through Table 11. The value of co- relation is 0.849, co-efficient of determination is 0.72 and adjusted co-efficient of determination is 0.72, these variables explain 72% of the variation and Durbin-Watson index is 1.70, which is acceptable for the model. Thus the results verify that Personal Preferences, Purchasing Power, Capabilities, Perception, Success, Hindrance respectively are closely allied with each other and further indicates that these predictors are imperative for the implementation of the Digital Marketing Model.

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1.00	.849 ^a	0.72	0.72	0.26	1.70
a. Predictors: (Constant), HINDRANCE FACTORS, PURCHASING POWER, PERSONAL PREFERENCES, SUCCESS FACTORS, PERCEPTION, CAPABILITIES					
b. Dependent Variable: DIGITAL MARKETING					

Table 11

Conclusion:



Digital Marketing Model

Figure 4

The results of the present study highlight that Digital Marketing Model is still at principal phase for IT Professionals. It can be concluded that the state of mind of IT Professionals has an collection of challenges. The best possible efforts are put in by individuals to carry on with the actions for trying to survive in the present day circumstances. To achieve more information, it is suggested that Faith in Digital Marketing has an undeviating bond. Further, as per Figure 4, it is evident that interconnect of Personal Preferences, Purchasing Power, Capabilities, Perception, Success and Hindrance has respectively with Digital Marketing which emphasizes to fasten the conviction. Future research can be focused on the validation of the suggested Digital Marketing Model through the case studies of some IT Professionals.

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