AN IMPACT OF INNOVATION THROUGH DIGITALIZATION ON CUSTOMERS AND THEIR E-COMMERCE BEHAVIOUR

SHIVAPRASAD BS, Assistant Professor
Jain Institute of Business Management

MANU N, Assistant Professor
Jain Institute of Business Management

ABSTRACT:

The study deals with "an impact of innovation through digitalization on customers and their e-commerce behaviour". The study investigates the risks in thrust back of goods and service this has for building customer trust that have resulted from the advent and development of e-commerce. Today's companies focused on designing the web-page for marketing their product rather than showing advertisements on TV, billboard, magazines, newspapers etc. e-marketing is the future of marketing, it is quick, less costly and give accurate information on time. There are almost 80-90% people are attracted with the online advertisement which is done mostly on social websites, as social webs users are not specific to gender and age group so everyone see their type of advertisement on their Facebook pages. For staying into the nowadays business world, companies should adopt e-marketing, e-buying and e-selling, online banking facilities to purchase online goods, ATM cards, mobile marketing and other these kinds of marketing tool. The study revealed that the refund of money paid to procure a goods and services is at greater risk, E-commerce delays goods, lack of security, fraudulent at high rate. An integration of technological, economic, and cultural forces has made possible a novel and revolutionary distribution channel known in generic terms as E-Commerce. It is the result of LPG which paved the way for the companies to overcome the problems of physical trading and also the problems of matching demand and supply of goods. LPG revolution invested more on technology in creating e-commerce platform where online trading and online payment is made possible. The concept of e-commerce is contributing positively to the development of Indian economy.

INTRODUCTION

Every part of our lives today is digitalized. Business operations, products and even customers are digital. The internet and digitalization have changed the way people live and do business is old news. Those changes won't stop. To clarify the difference between digitalization and digitization. Digitization is the process of converting the information into digital information into digital format, whilst digitalization is the way many areas of social life are restricted around digital communication and media. Digitalization makes sticking to a business strategy much harder. In the blink of an eye, all success can vanish because of a new digital innovation that seems to have miraculously popped up overnight. Digitalization innovates entire systems, not only a product or service. Nevertheless, business leaders often still don't think in "digital terms". They struggle with the loss of customer relationship and the need to engage with their stakeholders on a digital level. Too often systems are designed only within the context of company improvements like saving costs and streamlining processes. This may sound like good business practices, but it leaves out a vital component – the customer. The system design doesn't consider what most important to the customer and what might be most convenient to them. As commented by industry expert Mike Harvard "there cannot be less than 95% of companies with a digital strategy – even if that strategy is to ignore digital." What are the other 36% of companies focusing on if they are not considering the impact of digitalizing?

LITERATURE REVIEW

SadiaAfzal et al.,(2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behaviour 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 behaviour

The research utilizes a to test the conceptual framework of customer satisfaction that leads to online purchase intentions for all online users, experienced online purchasers and inexperienced online purchasers. TaweeratJiradilok (February 2014)

The study by Jarvenpaa& Todd (1996-97) as results stated that Convenient and dependable shopping is the most significant factor to satisfy online customers since the shoppers weight their decision mainly in the process of delivery starting from accurate information of merchandise availability, anticipated delivery date, and confirmation e-mail for specific order

Academic scholars have accepted trust as a central factor the enables e-commerce business to run successfully (Komiak & Benbasat, 2006; Gefen and Straub, 2010). Rousseau et al. (1998, p. 395) defined trust as: "a psychological position encompasses the intention to accept sensitivity based upon positive expectations of the intentions of the buyer or buyer's behaviour. Trust can reduce uncertainty and therefore it is essential for commerce (Blau, 2008), and has been investigated to understand its impact on consumers‟ fears of unreliability and cheating (Jones & Leonard, 2008)

OBJECTIVES OF THE STUDY

- ❖ To study the awareness of digital marketing in Bangalore consumers.
- ❖ To analyse the impact of digital marketing on consumers

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.

RESEARCH METHODOLOGY

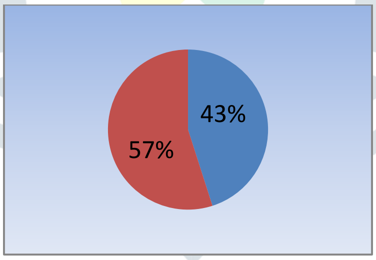
Research Design:

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 82 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.

DATA ANALYSIS

Table – 1: Gender distribution of the respondents

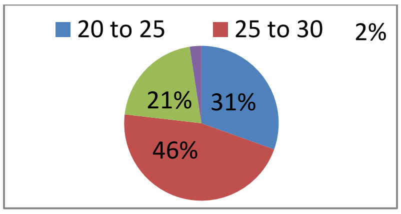
Gender	Respondents	%age
Male	47	57.32
Female	35	42.68



Analysis: Table 1 is showing the gender of the respondents. It is indicating that 47(52.3%) respondent were male and 35(42.7%) respondent were female.

Table – 2: Age distribution of the respondents

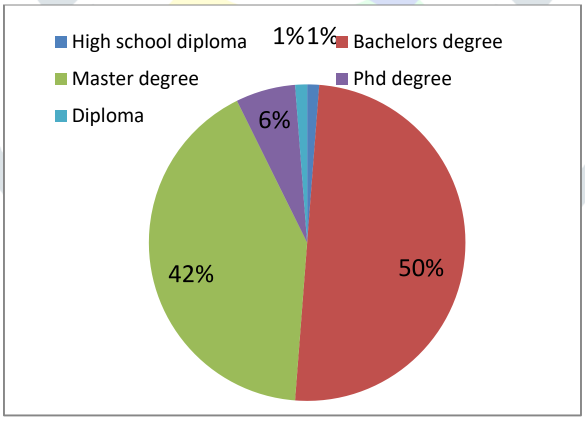
Age	Respondents	%age
20 to 25	25	30.49
25 to 30	38	46.34
30 to 40	17	20.73
40 above	2	2.44



Analysis: Table 2 is showing the age distribution of the respondents. It is indicating that 46% respondents belong to 20-25, 31% of the respondent belongs to the age group of 20-25, 21% of the respondent belongs to the group of 30-40 and 2% of the respondent fall under the group 40&above.

Table – 3: Education level of the respondents

Education level	Respondents	%age
High school diploma	1	1.22
Bachelor's degree	41	50.00
Master degree	34	41.46
PhD degree	5	6.10
Diploma	1	1.22

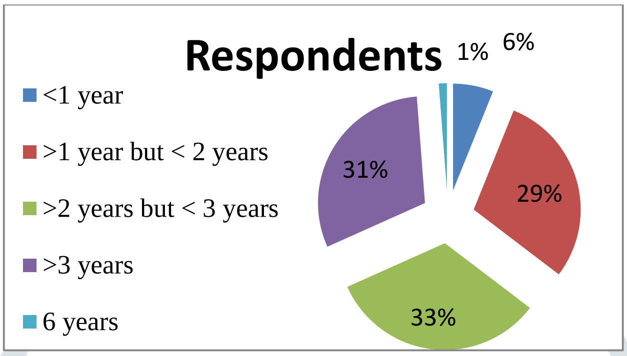


Analysis: Table 3 is showing the qualification of the respondents. It is indicating that 50% respondents belong to bachelor's degree, 42% of the respondent belongs to the group of master degree, 6% of the respondents belong to the group of PhD degree and 1%of the respondent fall under diploma and 1% of the respondent are high school diploma.

Table – 4: Usage of e-commerce platform of the respondents

Year	Respondents	%age
<1 year	5	6.10
>1 year but	24	29.27

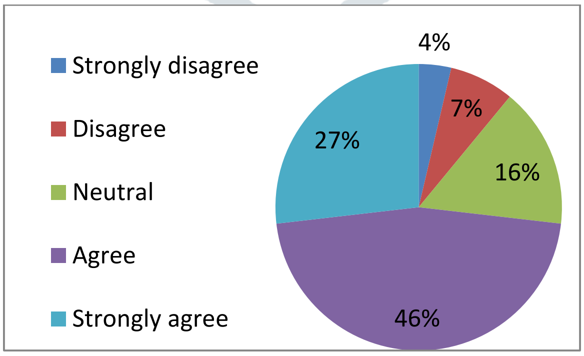
< 2 years		
>2 years but < 3 years	27	32.93
>3 years	25	30.49
6 years	1	1.22



Analysis: Table 4 is showing the usage of usage of e-commerce platform of the respondents. It is indicating that 29% of respondents had been using e-commerce more than 1 year but not more than, 31% of the respondent belongs to the age group of 20-25, and 21% of the respondents belong to the group of 30-40 and 2% of the respondent fall under the group 40&above.

Table – 5: General opinion and feelings on e-commerce platform of the respondents

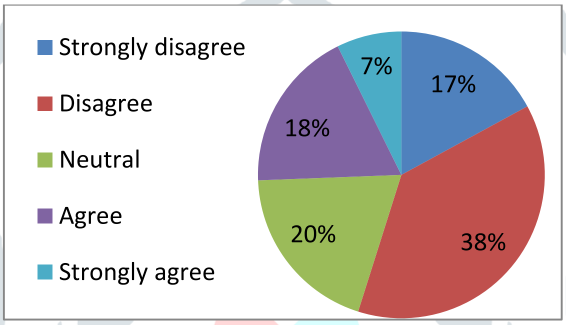
Values	Count	%age
Strongly disagree	3	3.66
Disagree	6	7.32
Neutral	13	15.85
Agree	38	46.34
Strongly agree	22	26.83



Analysis: Table 5 is showing about e-commerce platform of shopping through internet saves time andmonetary costs of traditional shopping to a great extent (parking fees etc.) of the respondents**.** It is indicating that 3.66% of the respondents have strongly disagreed with e-commerce platform, 7.32% of the respondents are disagreed, 15.85% of the respondents are neutral, 46.34% of the respondents are agreed and 26.83% of the respondents are strongly agreed.

Table – 6: Difficulties on online shopping

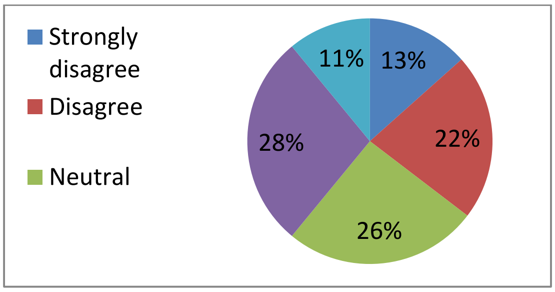
Values	Count	%age
Strongly disagree	14	17.07
Disagree	31	37.80
Neutral	16	19.51
Agree	15	18.29
Strongly agree	6	7.32



Analysis: Table 6 is showing about shopping on the internet is more difficult of the respondents. It is indicating that 17.07% of the respondents have strongly disagreed, 37.80% of the respondents are disagreed, 19.51% of the respondents are neutral, 18.29% of the respondents are agreed and 7.32% of the respondents are strongly agreed.

Table – 7: Preference of online shopping of the respondents

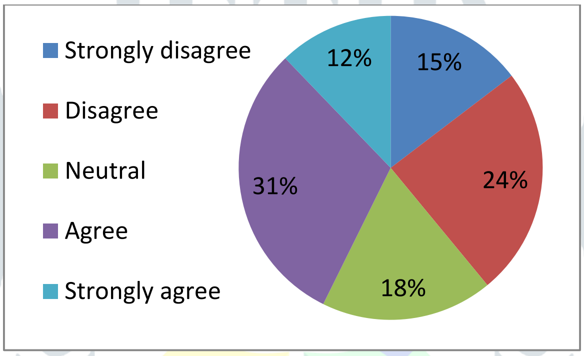
Values	Count	%age
Strongly disagree	11	13.41
Disagree	18	21.95
Neutral	21	25.61
Agree	23	28.05
Strongly agree	9	10.98



Analysis: Table 7 is showing about the preference of traditional shopping to online shopping of the respondents**.** It is indicating that 13.41% of the respondents have strongly disagreed, 21.95% of the respondents are disagreed, 25.61% of the respondents are neutral, 28.05% of the respondents are agreed and 10.98% of the respondents are strongly agreed.

Table – 8: Time taken on delivery of products on delivery of the respondents

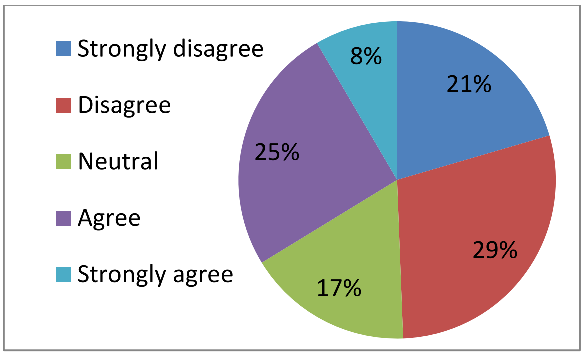
Values	Count	%age
Strongly disagree	12	14.63
Disagree	20	24.39
Neutral	15	18.29
Agree	25	30.49
Strongly agree	10	12.20



Analysis: Table 8 is showing about Time taken on delivery of products on delivery of the respondents**.** It is indicating that 14.63% of the respondents have strongly disagreed, 24.39% of the respondents are disagreed, 18.29% of the respondents are neutral, 30.49% of the respondents are agreed and 12.20% of the respondents are strongly agreed.

Table –9: Accuracy of product information on websites

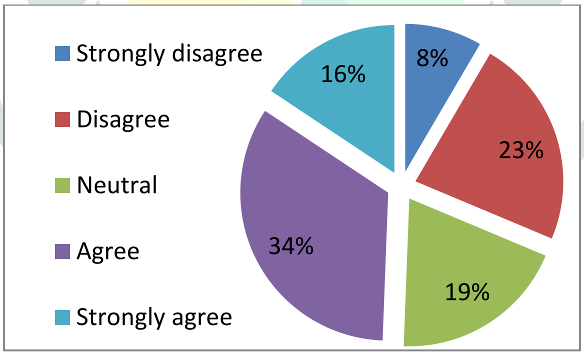
Values	Count	%age
Strongly disagree	17	20.73
Disagree	24	29.27
Neutral	14	17.07
Agree	21	25.61
Strongly agree	7	8.54



Analysis: Table 9 is showing about Accuracy of product information on websites**.** It is indicating that 20.73% of the respondents have strongly disagreed, 29.27% of the respondents are disagreed, 17.07% of the respondents are neutral, 25.61% of the respondents are agreed and 8.54% of the respondents are strongly agreed.

Table – 10: Availability of sufficient information

Values	Count	%age
Strongly disagree	7	8.54
Disagree	19	23.17
Neutral	16	19.51
Agree	28	34.15
Strongly agree	13	15.85

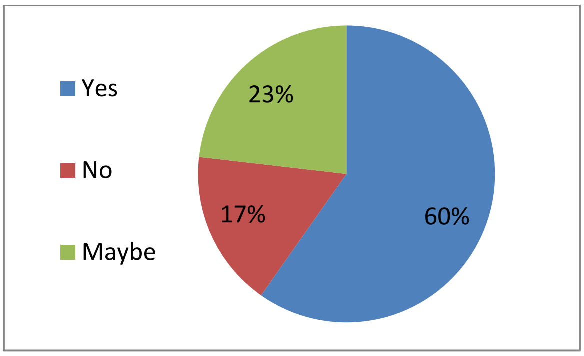


Analysis: Table 10 is showing about the information of the product and service on the internet is sufficient**.** It is indicating that 8.54% of the respondents have strongly disagreed, 23.17% of the respondents are disagreed, 19.51% of the respondents are neutral, 34.15% of the respondents are agreed and 15.85% of the respondents are strongly agreed.

Table – 11: Perception about innovation in digitization of e-marketing and impacted on purchasing behaviour

Values	Count	%age
Yes	49	59.76

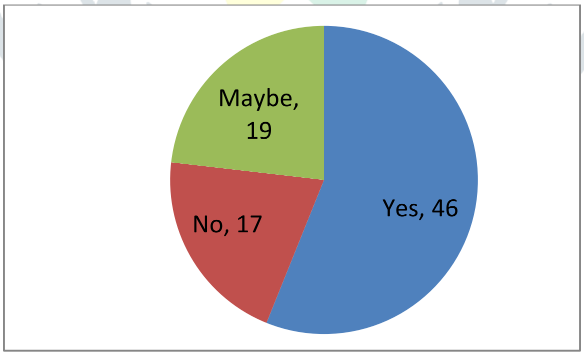
No	14	17.07
Maybe	19	23.17



Analysis: Table 11 is showing about perception about innovation in digitalization of e-marketing and impacted on purchasing behaviour**.** It is indicating that 59.76% of the respondents are impacted from digitalization, 17.07% of the respondents are not impacted from digitalization and 23.17% of the respondents are neither impacted nor not impacted from digitalization.

Table – 12: Satisfaction with the innovation in making payment throughdifferent merchants (like E-wallet, Google Pay, Paytmetc)

Values	Count	%age
Yes	46	56.10
No	17	20.73
Maybe	19	23.17

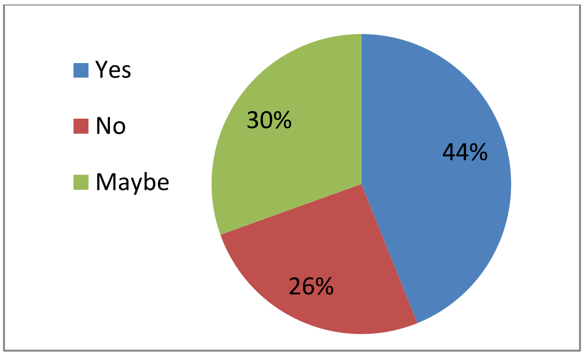


Analysis: Table 12 is showing about satisfaction with the innovation in making payment through different merchants (like E-wallet, Google Pay, Paytm etc)**.** It is indicating that 56.10% of the respondents are satisfied with innovation, 20.73% of the respondents are not satisfied with innovation and 23.17% of the respondents are neither satisfied or not with innovation.

Table – 13: Encouragement of bank policies towards digitalization

Values	Count	%age
Yes	36	43.90
No	21	25.61

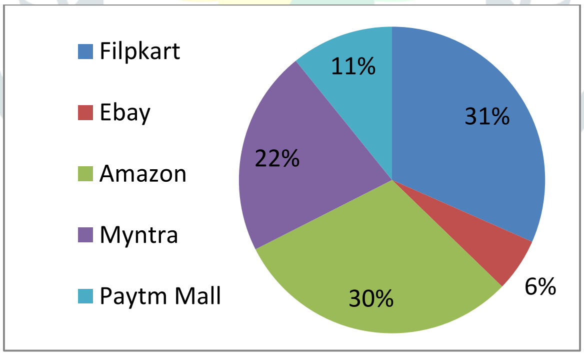
Maybe	25	30.49



Analysis: Table 13 is showing about encouragement of bank policies towards digitalization**.** It is indicating that 43.90% of the respondents are encouraged with bank policies 25.61% of the respondents are not encouraged with bank policies and 30.49% of the respondents are neither encouraged or not encouraged with bank polices.

Table – 14:Website used

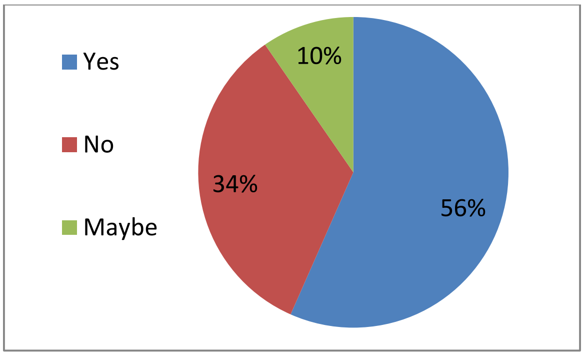
Values	Count	%age
Filpkart	27	32.92
Ebay	5	6.09
Amazon	25	30.48
Myntra	16	13.12
Paytm Mall	9	10.97



Analysis: Table 14 is showing about website used for purchasing**.** It is indicating that 32.92% of the respondents are Flipkart, 6.09% of the respondents are Ebay, 30.48% of the respondents are Amazon, 13.12% of the respondents are Myntra and 10.97% of the respondents are Paytm mall.

Table – 15: Preference to shop clothes online

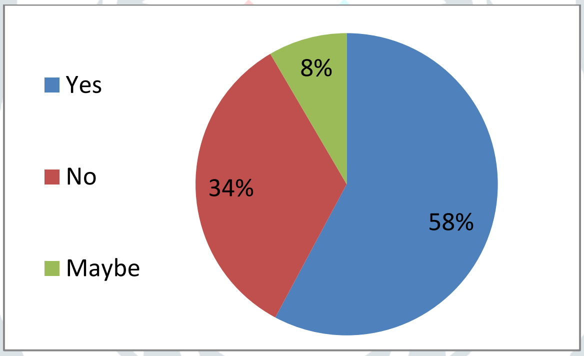
Values	Count	%age
Yes	47	57.32
No	28	34.15
Maybe	8	9.76



Analysis: Table 15 is showing about preference to shop clothes online.It is indicating that 57.32% of the respondents are preferred to shop, 34.15% of the respondents are not preferred to shop and 9.76% of the respondents are neither preferred nor not preferred to shop.

Table- 16: Face any problem while making online shopping?

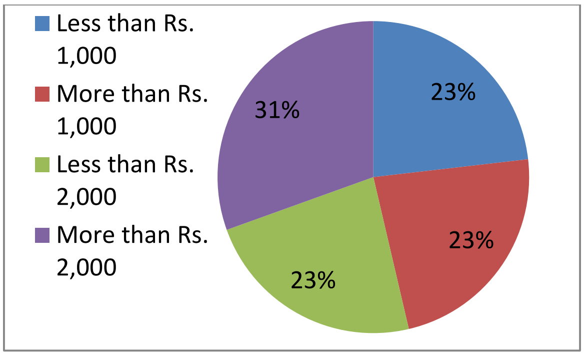
Values	Count	%age
Yes	48	58.54
No	28	34.15
Maybe	7	8.54



Analysis: Table 16 is showing about any problem faced by respondents while making online shopping.It is indicating that 58.54% of the respondents are faced a problem, 34.15% of the respondents are not faced a problem and 8.54% of the respondents are neither they faced or not faced any problem.

Table-17:Money spend online shopping monthly

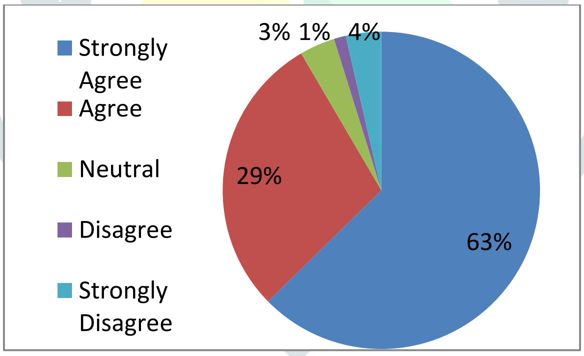
Values	Count	%age
Less than Rs. 1,000	19	23.17
More than Rs. 1,000	19	23.17
Less than Rs. 2,000	19	23.17
More than Rs. 2,000	25	30.49



Analysis: Table 17 is showing about the money spend for online shopping monthly by the respondents. It is indicating that 23.17% respondents spent less than Rs1,000, 23.17% of the respondents spent more than Rs.1,000, 23.17% of the respondents spent less than Rs.2,000 and 30.49% of the respondents spent more than Rs.2,000.

Table-18 Importance of service quality of a seller

Values	Count	%age
Strongly Agree	52	63.41
Agree	23	29.27
Neutral	3	3.66
Disagree	1	1.22
Strongly Disagree	3	3.66

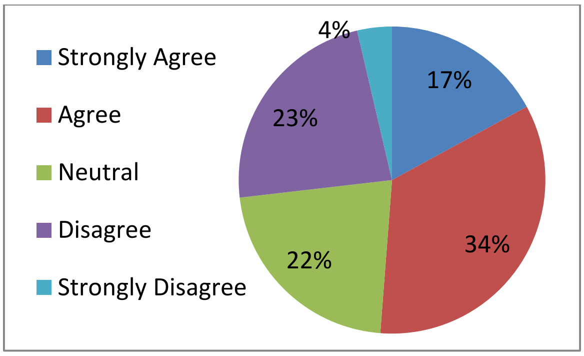


Analysis: Table 18 is showing about the importance of service quality of a seller**.** It is indicating that 63.41% of the respondents have strongly agreed, 29.27% of the respondents are agreed, 3.66% of the respondents are neutral, 1.22% of the respondents are disagreed and 3.66% of the respondents are strongly disagreed.

Table- 19 Risk of not getting the products, what I paid for

Values	Count	%age
Strongly Agree	14	17.07
Agree	28	34.15
Neutral	18	21.95
Disagree	19	23.17

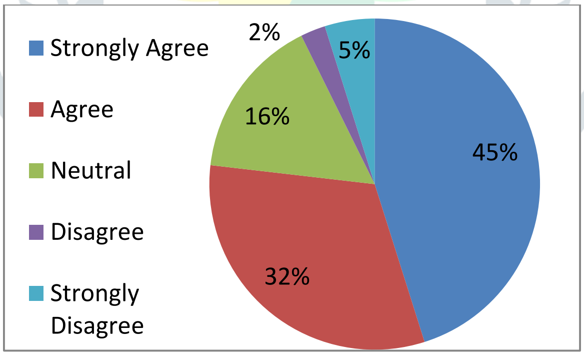
Strongly Disagree	3	3.66



Analysis: Table 19 is showing about risk of not getting the products, what respondent's paid for**.** It is indicating that 17.07% of the respondents have strongly agreed, 34.15% of the respondents are agreed, 21.95% of the respondents are neutral, 23.17% of the respondents are disagreed and 3.66% of the respondents are strongly disagreed.

Table-20 Most advertising makes false claim?

Values	Count	%age
Strongly Agree	37	45.12
Agree	26	31.71
Neutral	13	15.85
Disagree	2	2.44
Strongly Disagree	4	4.88

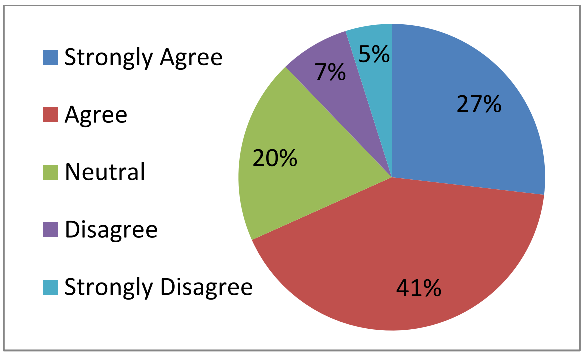


Analysis: Table 20 is showing about opinion of the respondents regarding advertising makes false claim**.** It is indicating that 45.12% of the respondents have strongly agreed, 31.71% of the respondents are agreed, 15.85% of the respondents are neutral, 2.44% of the respondents are disagreed and 4.88% of the respondents are strongly disagreed.

Table-21 Advertisements is intended to deceive rather than to inform consumer

Values	Count	%age
Strongly Agree	22	26.83
Agree	34	41.46
Neutral	16	19.51

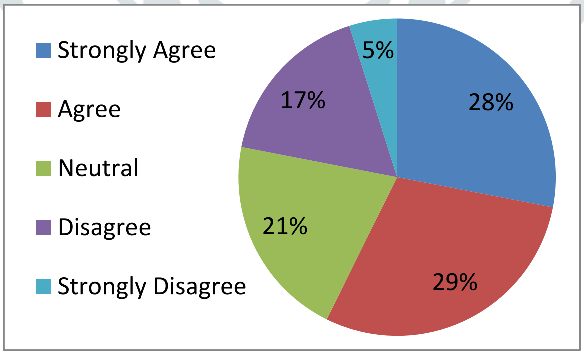
Disagree	6	7.32
Strongly Disagree	4	4.88



Analysis: Table 21 is showing about advertisements is intended to deceive rather than to inform**.** It is indicating that 26.83% of the respondents have strongly agreed, 41.46% of the respondents are agreed, 19.51% of the respondents are neutral, 7.32% of the respondents are disagreed and 4.88% of the respondents are strongly disagreed.

Table-22Repurchase the products again in this shop if there is a great difference between your expectation and the real

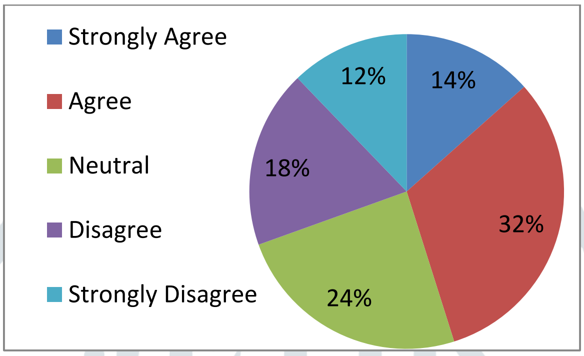
Values	Count	%age
Strongly Agree	23	28.05
Agree	24	29.27
Neutral	17	20.73
Disagree	14	17.07
Strongly Disagree	4	4.88



Analysis: Table 22 is showing about repurchase the products**.** It is indicating that 28.05% of the respondents have strongly agreed, 29.27% of the respondents are agreed, 20.73% of the respondents are neutral, 17.07% of the respondents are disagreed and 4.88% of the respondents are strongly disagreed.

Table- 23 Difficulty in returning products or items

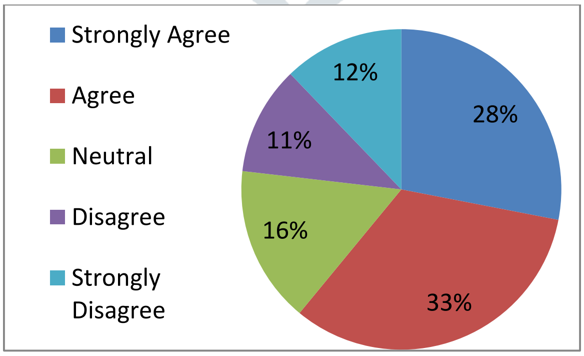
Values	Count	%age
Strongly Agree	11	13.41
Agree	26	31.71
Neutral	20	24.39
Disagree	15	18.29
Strongly Disagree	10	12.20



Analysis: Table 23 is showing about difficulty in returning products or items**.** It is indicating that 13.41% of the respondents have strongly agreed, 31.71% of the respondents are agreed, 24.39% of the respondents are neutral, 18.29% of the respondents are disagreed and 12.20% of the respondents are strongly disagreed.

Table-24You will tell your friends on return the products directly if you are not satisfied with products

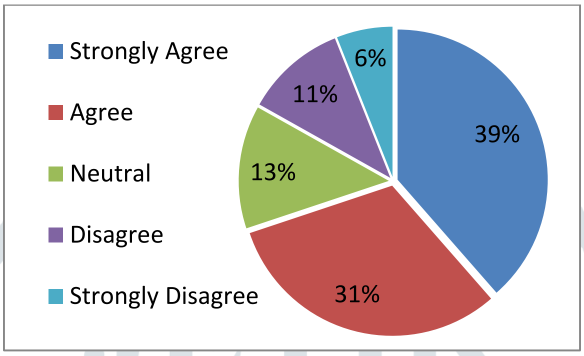
Values	Count	%age
Strongly Agree	23	28.05
Agree	27	32.93
Neutral	13	15.85
Disagree	9	10.98
Strongly Disagree	10	12.20



Analysis: Table 24 is showing about telling the friends on return the products directly if you are not satisfied with products**.** It is indicating that 28.05% of the respondents have strongly agreed, 32.93% of the respondents are agreed, 15.85% of the respondents are neutral, 10.98% of the respondents are disagreed and 12.20% of the respondents are strongly disagreed.

Table-25The products are sold, companies don't bother as to how products performing?

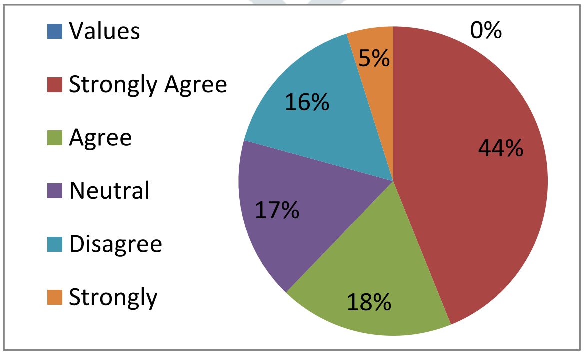
Values	Count	%age
Strongly Agree	32	39.02
Agree	26	31.71
Neutral	11	13.41
Disagree	9	10.98
Strongly Disagree	5	6.10



Analysis: Table 25 is showing about companies don't bother about the performance of product after sold**.** It is indicating that 39.02% of the respondents have strongly agreed, 31.71% of the respondents are agreed, 13.41% of the respondents are neutral, 10.98% of the respondents are disagreed and 6.10% of the respondents are strongly disagreed.

Table- 26 Advertised products are more dependable than unadvertised ones

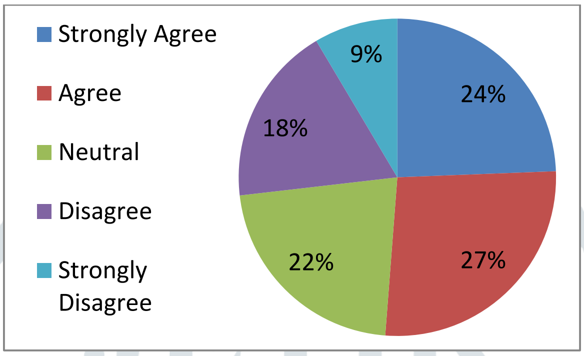
Values	Count	%age
Strongly Agree	36	43.90
Agree	15	18.29
Neutral	14	17.07
Disagree	13	15.85
Strongly	4	4.88



Analysis: Table 26 is showing about advertised products are more dependable than unadvertised ones**.** It is indicating that 43.90% of the respondents have strongly agreed, 18.29% of the respondents are agreed, 17.07% of the respondents are neutral, 15.85% of the respondents are disagreed and 4.88% of the respondents are strongly disagreed.

Table-27If most advertisements eliminated consumers would be better off?

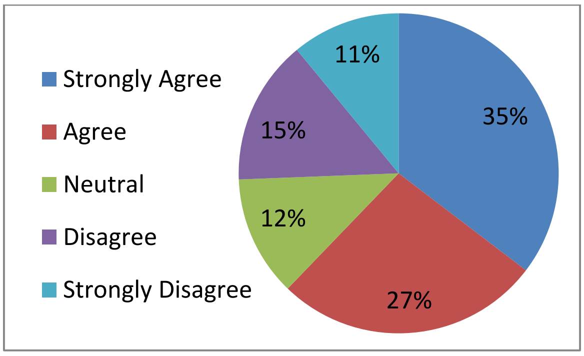
Values	Count	%age
Strongly Agree	20	24.39
Agree	22	26.83
Neutral	18	21.95
Disagree	15	18.29
Strongly Disagree	7	8.54



Analysis: Table 27 is showing about most advertisements eliminated consumers**.** It is indicating that 24.39% of the respondents have strongly agreed, 26.83% of the respondents are agreed, 21.95% of the respondents are neutral, 18.29% of the respondents are disagreed and 8.54% of the respondents are strongly disagreed.

Table-28 If an online shop deals with your complaints very well I will continue to buy somethingfrom it.

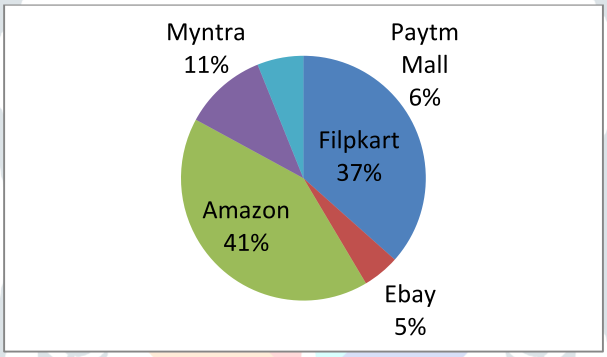
Values	Count	%age
Strongly Agree	29	35.37
Agree	22	26.83
Neutral	10	12.20
Disagree	12	14.63
Strongly Disagree	9	10.98



Analysis: Table 28 is showing about online shopping deals with your complaints very well to continue to buy something**.** It is indicating that 35.37% of the respondents have strongly agreed, 26.83% of the respondents are agreed, 12.20% of the respondents are neutral, 14.63% of the respondents are disagreed and 10.98% of the respondents are strongly disagreed.

Table-29favourite online website on thrust back of products.

Values	Count	%age
Filpkart	30	36.58
Ebay	4	4.87
Amazon	34	41.46
Myntra	9	10.97
Paytm Mall	5	6.09



Analysis: Table 29 is showing about favourite online website on thrust back of products**.** It is indicating that 36.58% of the respondents favorite is Flipkart, 4.87% of the respondents favorite is Ebay, 41.46% of the respondents favorite is Amazon, 10.97% of the respondents favorite is Myntra and 6.09% of the respondents favorite is Paytm Mall.

FINDINGS AND SUGGESTIONS

- ❖ **Table-1**57% of the respondents were male and 43% were female, keeping the distribution in view of age group **Tab-2** depicts 46% of the respondents belong to the age group of 25-30 and the respondent of 50% were bachelor's degrees
- ❖ **Tab-3.**Says that The respondent was using the e-commerce for 2-3years and 46% of the respondent agrees that online shopping saves time as well as monetary cost as per the analysis of **Tab-4**
- ❖ From **Tab-6** we can know that 37% of the respondent disagree that there is difficult with the online shopping and they accept with delay in delivery of the products and 28% of the respondent view both traditional/ convenient to shop online.
- ❖ As per the **Tab-9, 10,11** it was found that the respondent says that the information shown on website is accurate and sufficient and their purchasing behaviour is influenced with the innovation with the encouragement of bank policies. 89% of the respondent uses flipkart, 85% uses amazon,

60% myntra. The analysis proved that people prefer online shopping and ready to face any problem and they spent more than 2000Rs.

- **Tab-17**shows 63%of the respondent have strongly agreed that the service quality of a seller is important and it also revealed of risk of not getting for what paid for.
- **Tab-19** analysis portrayed that respondents have strongly agreed that advertisements are false to deceive the customer. The customer continue to shop online if they deal with the problem well and the study identified that people will not repurchase and intimate others if they doesn't deal properly with the customer requirement. From the analysis it is proved the company doesn't bother once the product sold. It is found out that filpkart is the most convenient and satisfied with the service and operation than with other websites like amazon, myntra, paytm mall and e-bay.

CONCLUSION

From the study conducted we can say that the most of male prefer online shopping than women, and it can also be predicted that the age group between 25-30 use e-commerce due to savage of time and money irrespective of insufficient information, false advertisement, security, risk of not getting the products for what paid for and thrust back. It can also be concluded that high risk of threat of security or false advertisement does not prevent consumers from online shopping. People should be created awareness of risk and safety purchasing platform and strict policies and regulations has to be made so that e-commerce portal can operate effectively and efficiently to the convenience of the customer.

REFERENCES

- RamaswamyNandagopal,HuongHa,RengasamyNatarajanBalamurugan,MahendranSathish,RoyaluSivasubramanianSathyanarayanan,DhanrajJublee. (n.d.). Consumer attitude towards mobile advertising and its impact on consumers' behavioural intention - a case study in coimbatore city, india.
- Roger Ström,MartinVendel. (n.d.). The value of mobile marketing for consumers and retailers: a literature review.
- SadiaAfzal,JavedRabbani Khan. (2015). Impact of online and conventional advertisement on consumer buying behaviour of branded garments. Asian Journal of Management Sciences & Education ,
- SamsudinWahab,AhmadSuffianMohdZahari, Khaled Al Momani,NorAzilaMohd Nor. (2011).
- The influence of perceived privacy on customer loyalty in mobile phone services: an empirical research in jordan. International Journal of Computer Science Issues ,
- Tariq M. Khizindar,Abdel Fattah M. Al-Azzam,Iyad A. Khanfar. (2015).

❖ An empirical study of factors affecting customer loyalty of telecommunication industry in the kingdom of saudiarabia. British Journal of Marketing Studies