

# **The Empirical Study of Consumers Cognizance &Engagement Level towards Online Marketing with Special Reference to Jalgaon City**

**Hemangi V. Mahajan**

Assistant Professor

Godavari Institute of Management & Research, Jalgaon, India

**Dr. Rahul A. Kulkarni**

Faculty of Commerce & Management

B.P. Arts, S.M.A. Science, K.K.C. Commerce College, Chalisgaon, India

## **Abstract**

In the age of digitalization business entities are practicing strategies to gain expected profit and meet goals through online marketing. To attract and retain customers, Entities use different electronic devices and marketing strategies to promote products and services to explore the desired market. Marketers need to study behaviour and Attitude of prospects in the field of online shopping to construct a proper framework and find a suitable marketing strategy. This paper aims to establish an initial assessment, evaluation, and understanding of the different characteristics of online Marketing in Jalgaon City. The researcher also attempted to Study Consumers' cognizance level towards online marketing. A total of 126 consumers surveyed in Jalgaon City using Simple Random Method. Results indicate that consumer's engagements about the online products are not so influential; the main reason is a lack of digital literacy & security concerned. Online frauds negatively influence customers regarding online shopping.

**Keywords:** Prospects, Media Mix, Online Marketing, Engagement, Cognizance

## **1.0 Introduction**

Online Marketing is rapidly evolving globally; it is ultimately changing the way prospects shop and buy different goods and services. It generally provides a unique opportunity for the firms to reach existing and potential customers efficiently. Many of the firms have started using the online marketing mode with the aim of cutting marketing expenses, eventually reducing the price of products and services and making them a bit affordable. On the other hand, Consumers use the online medium not only to purchase the product, but also compare prices, and distinguish the different product features. Firms can also use the Internet to bear, communicate and broadcast the significant information. Electronic medium cannot only sell the respected product or services, but it can also use to collect instant feedback and implement strategies accordingly. Online marketing has a potential to improve the value and quality of product in intension to attract the customers, it also provides benefits to prospects

as it gives a better fulfilment, thus online shopping is seen to be more convenience and ultimately increasing its popularity day by day.

As every coin has two sides, Online Marketing has benefits as well as has risk complexity. Some of the risk inculcated is card fraud, delivery risk, lack of guarantee of quality of goods and services, lack of privacy, etc. Hence to gain expected profit Marketer need to Study Consumers cognizance level, their expectation, demands and attitude when online marketing is concerned.

### **1.1 Online Marketing**

Online marketing can also be called as internet marketing, digital marketing, web marketing and search engine marketing. Online marketing is a tool or methodology used to promote products and services using internet as a medium. It usually includes a wide range when compared to traditional business marketing as it involves extra channels and marketing mechanisms.

Online marketing has number of benefits as; a better Growth of firm, Reduced the marketing expenses, involves instant communications resulting in better customer service, giving number of Competitive advantages. One of the main limitations of online marketing is, lack of physicality, as consumers are unable to try out, or could not try on items they might wish to purchase. No Liberal return policy is another main reason consumer hesitate to buy online product.

### **1.2 Online Marketing & Consumer**

Internet marketing makes best use of the value that comes while reaching potential consumers through digital media. As Marketers involve more people, Marketers grow their brand awareness, and ultimately pull more visitors to their website. At the same time, it's also valuable for consumers.

As Consumers are benefited with the information of different products without moving to physical stores. In many ways, online Marketing is said to be perfect scenario for a reciprocally beneficial relationship.

On the other hand, Consumer engagement is the most significant factor for all entities, as it helps in emerging brand cognizance and engagement. For online as well as offline marketing it is crucial for management/ Firms to understand consumer engagement more effectually and resourcefully.

Consumer engagements have an influence on, brand awareness, the brand loyalty, influence consumer loyalty, influence brand image and could give Competitive advantage

## 2.0 Literature Review

Researcher Rekha in her research ‘Impact of Digital Marketing Communication on Consumer Buying Decision Process: A Study of Indian Passenger Car’ found Car buyers had a favourable attitude towards digital marketing communication. Prospects usually considered digital marketing communication a good idea for buying a car. The researcher also concluded that Digital marketing communication had a significant effect on all the stages of the decision-making process. Booking a car by online Medium is the key concerned of the car buyer. (2017).

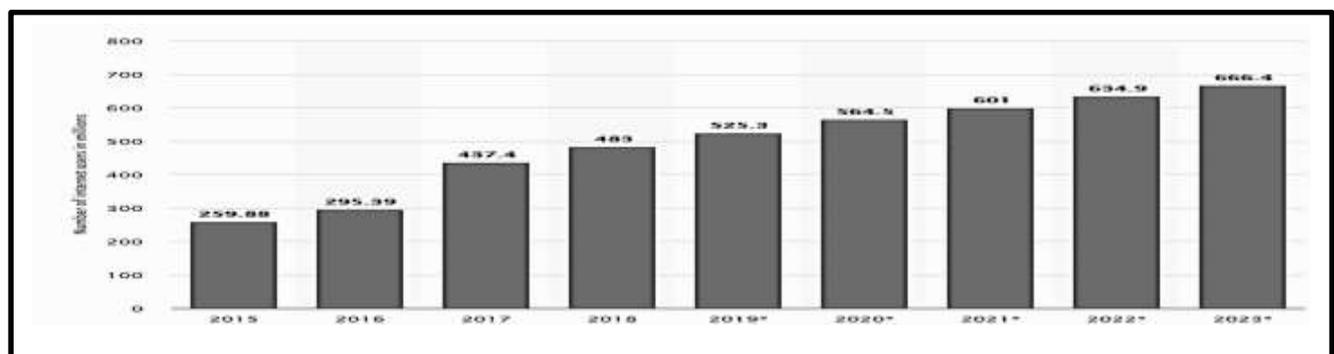
Maryam Lashgari (2018) investigates the role of digital marketing within the B2B supply chain context of B2B firms, retailers and end-users. The researcher focused on examining different strategies of B2B firms on social media adoption. The researcher identifies the target audience of firms and proposes a model facilitating a B2B firm’s practical social media adoption strategies.

Kenneth E. Harvey & Philip J. Auter (2017) found that mobile advertising is ever evolving and quick changing; hence academics and industrial professionals should be at a pace to keep in step with the progress of mobile advertising.

N. Palasendaram (2016) shared that Facebook’s explosive growth and rapid innovation in advertising make Facebook one of the world’s top digital advertising channels. Advancements in ad formats, audience targeting and mobile have created new opportunities for advertisers to achieve ever-increasing ROI. The researcher suggested that marketers on Facebook must continue to explore new frontiers like video and dynamic product ads to have more profits.

A Study of Nitin Srivastava, Sanatan Srivastava & Dr. Ajeet Kumar Pai (2014) suggested that updating information about the product, further, the scholar suggested to use coloured pictures and images to attract customers. Scholars suggested having interactive online advertisements that would clear the doubts of prospects which are preferred by respondents

**Figure 1: Digital Shopping & Internet Users in India**



Source: Diwanji, S. (2019, Sept 23). Retrieved on Dec 21, 2019 from Statista

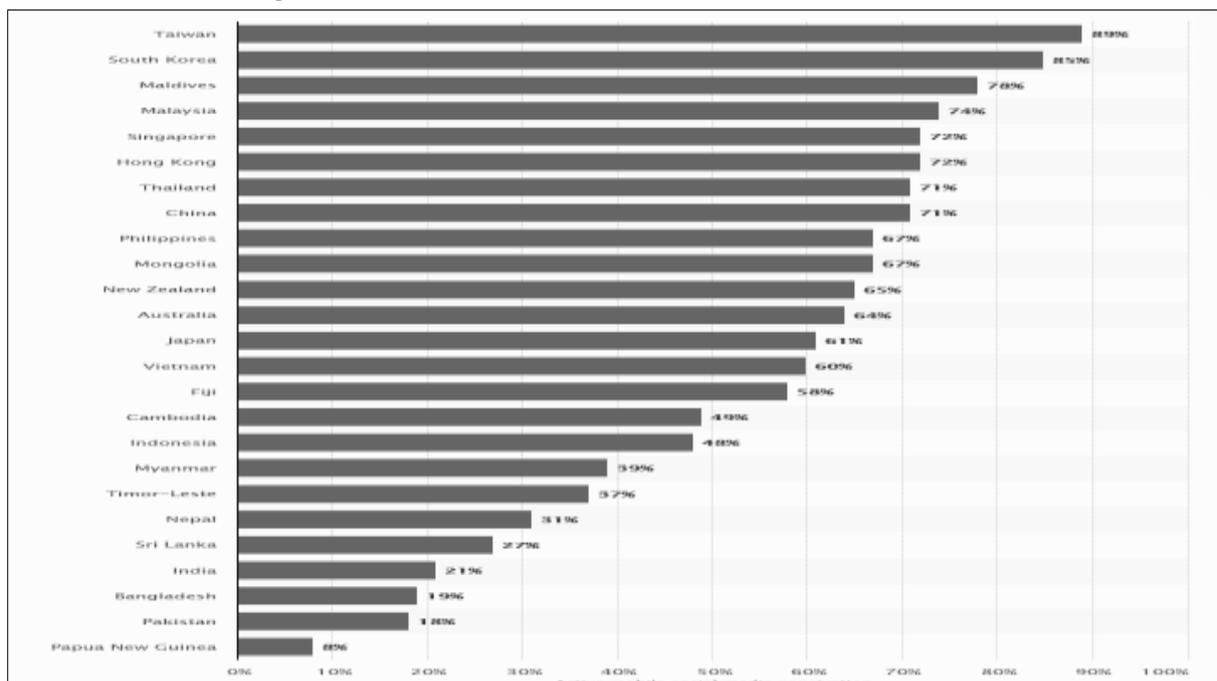
According to Diwanji, S, India had 483 million internet users in 2018 and is projected to be 666.4 million by 2023. In spite of the untapped potential, India is the second-largest online market worldwide after China in figures. Including the majority of India's users to be mobile phone internet users, taking advantage of cheap alternatives to the expensive ones. India has a high base of Internet users in figures, even though having only 26% of the population accessed the internet in 2015. It is also found that Indian internet user has a high level of men dominated users (71%) against women’s ratio (29 %).

In 2016 the majority (323 million) of the digital population in India were mobile internet users (24.3%) of the country’s population. The mobile internet user is likely to increase to 524.5 million (37.4%) respectively in 2021. Mobile internet usage has gained space in the country due to its cheap availability. According to the survey, 49% of Indian consumers use their mobiles for purchasing goods or services. Mobile internet usage in India also varies according to users living areas. India had 262 million mobile internet users in urban communities and 109 million users residing in rural areas in the year 2016.

The survey estimates a significant increase in Social network users to 358.2 (25%) million in 2021 against 216.5 (16.3%) million in 2016. It placed Facebook as the most popular social networking site in the country.

Online shopping is one of the popular activities of Indian internet users, estimating 43.8% of digital buyers penetrating in 2016. Retail e-commerce sales in India are stated to be 16 billion U.S. dollars in 2016 projected to surpass 45 billion U.S. dollars till 2021. The share is above the global average, which stood at 38% as of 2016, stated by Statista Research Department.

**Figure 2: India and Active Mobile Media Penetration**



Source: Doan, E. Z. (2019, March 20). Retrieved On Dec 21, 2019 from Statista

According to a survey conducted by Statista, about 49% of Indian consumers use their mobiles for purchasing goods or services. India ranks second-largest online market in figures, though having only a 21 % penetration rate of Active Mobile Media Penetration. According to the researcher, Digital marketers need to prepare a new strategy for penetration of Active Mobile Media to get an ample amount of market share.

### 3.0 Research Methodology

Research Methodology of present research is as, follows:

#### 3.1 Objectives

- To detect the cognizance level of prospects towards Online marketing.
- To evaluate the perceptual level of consumer towards online marketing.
- To study Consumers attitude towards Online Marketing in Jalgaon city.

#### 3.2 Methodology

The researcher prepared the survey questionnaire on the bases of extensive literature review, articles, and reports. While finalizing the questionnaire 18 items were introduced. The researcher conducted a pilot study with 25 different respondents to have valuable insight into the study. As per the suggestions of the respondents, the researcher deleted 4 items listing 14 items in the final questionnaire as the other items were found reluctant to study. Finally, 126 questionnaires were considered by the researcher, having relevant information.

**Primary sources:** The researcher collected its primary source includes first-hand and original data by questionnaires and Interview method. Experts were interviewed for valuable insights.

**Secondary sources:** The researcher collected their secondary data from articles, journals, newspapers, Statistical reports, Websites, etc.

**Sample Size:** The sample size of the research is 140, out of which 108 were selected as respondents randomly.

**Table 1: Demographic Breakdown of Participants**

Category	Number (N)	Percentage (%)
<b>Gender</b>		
Male	73	58
Female	53	42
<b>Age</b>		
<21 Years	17	13

21-35 Years	49	39
35- 50 Years	37	29
>50 Years	23	19
<b>Education</b>		
Undergraduate	51	42
Graduate	33	26
Post-Graduate	35	27
Doctorate / Post-Doc	7	5

### 3.3 Sample Size and Sampling

To study the Cognizance level towards Online Marketing from Jalgaon City, Researcher had a sample size of 150 customers out of which 126 respondents are being selected. A simple random Sampling Method is used by the Researcher. Experts' interviews were conducted to have a strong point of views.

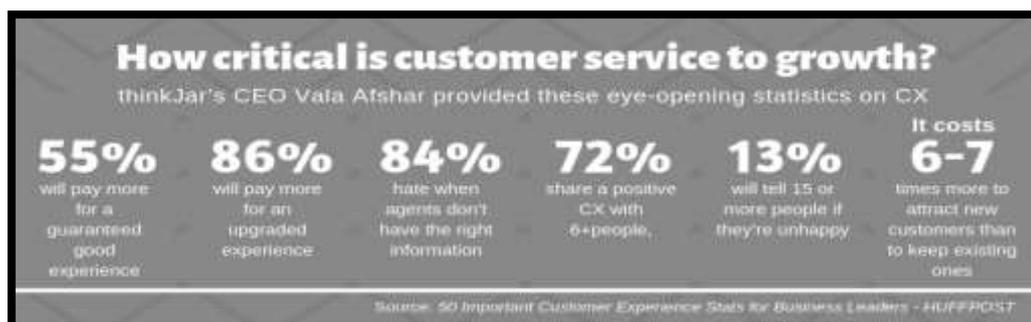
### 3.4 Hypothesis

According to Shane Pollard, Marketers should be alert of the security and privacy threats for both business and customers. A report of PWC stated that in two years 45% of Australian companies were attacked by online criminals. For proper market share, Marketers need to work on protection against malware, data backup, and employee education. Digital marketers should secure their networks using a firewall and encrypted. The marketer should work on Email marketing risks, customers' data privacy, Social Media disruptions, WordPress website attacks, Threats to financial transactions, Invasion by non-human bots while online marketing.

The researcher aims to study the customers' perception of personal data inputs & online transactions during Digital Marketing in Jalgaon City.

**H01: Security concerns negatively influence Customer engagement towards Digital Marketing Purchase.**

**Figure 3**



The researcher aims to study a relationship between updated and relevant information and customer engagement.

**H02: Updated and relevant Information influence Customer engagement towards Digital Marketing Purchase.**

(Alton, 2018), the market is dozens of competitors fighting over the same clients. Alton even stated a relationship between authenticity, Engagement, Conversions & Revenue. According to Alton, Authenticity influence the engagement level of customer, engagement level influence positively customer behaviour ultimately increasing the revenue of the firm.

**Authenticity > Engagement > Conversions > Revenue**

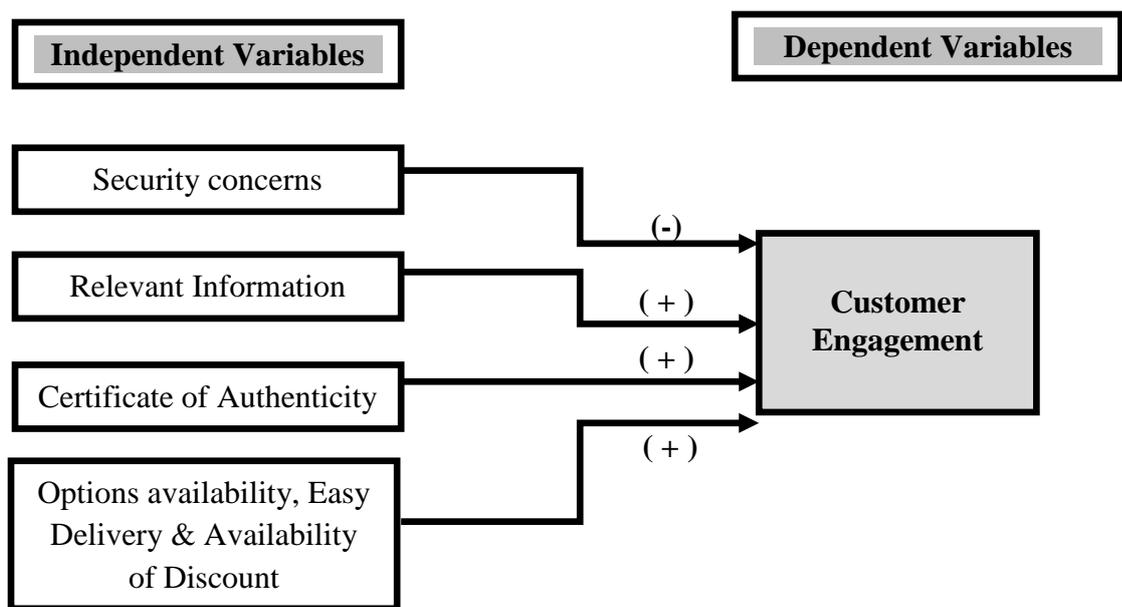
The researcher aims to study the authenticity status and customer engagement in City.

**H03: Certificate of Authenticity positively influences Customer engagement towards Digital Marketing Purchase.**

The researcher aims to study some of the digital marketing benefits such as a wide variety of options, Easy Delivery & Availability of high discounts towards customer engagement in Jalgaon city.

**H04: Options availability, Easy Delivery & Availability of Discount positively influences Customer engagement towards Digital Marketing Purchase.**

Researcher has developed a conceptual model for Customer Engagement as follows:



**Table 2: Correlation Table of Customer Engagement, Contents displayed through Digital Marketing, Security Concerns in Digital Marketing & certificate of Authentication in Digital Marketing**

		Customer Engagement	Digital Marketing Content is	Security Concerns are high	Concern of certificate of Authentication
Customer Engagement	Pearson Correlation	1.00	.16	.11	.20
	Sig. (2-tailed)		.075	.207	.024
	N	126	126	126	126
Content always on Digitally is	Pearson Correlation	.16	1.00	.09	.04
	Sig. (2-tailed)	.075		.305	.696
	N	126	126	126	126
Security Concerns are high	Pearson Correlation	.11	.09	1.00	-.10
	Sig. (2-tailed)	.207	.305		.249
	N	126	126	126	126
Concern of certificate of Authentication	Pearson Correlation	.20	.04	-.10	1.00
	Sig. (2-tailed)	.024	.696	.249	
	N	126	126	126	126

According to the Table 2, Customer engagement is positively correlated to Content available digitally, Concern of Transaction Security, it is also observed that the certificate of authentication of the product/service digitally also influences the customer's engagement towards Digital Marketing.

**Inference H01: Security concerns negatively influence Customer engagement towards Digital Marketing Purchase.**

According to the above Table 2, researcher concludes that Digital Marketing has a high Security concerned that is 0.11. The Respondent was further surveyed and interviewed about the relation between high security concerned and customer engagement. According to further research, concludes that High-security concerns negatively influence Customer engagement towards Digital Marketing Purchase.

**Inference H02: Updated and relevant Information influence Customer engagement towards Digital Marketing Purchase.**

According to Table 2, a significant correlation of 0.16 is found between Updated and relevant Information influence Customer engagement towards Digital Marketing Purchase. According to further study respondents usually find updated information through the company's

websites and search engine. Further respondent gets more relevant information about product and services through customers' reviews and rating.

**Inference H03: Certificate of Authenticity positively influences Customer engagement towards Digital Marketing Purchase.**

According to Table 2, the researcher observed a significant correlation i.e. 0.20 between the products having a certificate of authenticity and customer engagement. According to respondents, Digital Marketing has a wide variety of options and the product having a high level of authenticity coverage has greater engagement height.

Respondent was surveyed about the preference of Digital purchase on Traditional purchase.

**Table 3: Reasons Respondent prefers Digital Purchase**

N	Valid	57
	Missing	0
<b>Mean</b>		2.24
<b>Std Dev</b>		1.14
<b>Minimum</b>		1.00
<b>Maximum</b>		4.00

**Table 4: Reasons Respondent prefers Digital Purchase**

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
<i>Wide Variety of option</i>	1	21	36.51	36.51	36.51
<i>Easy Buying Procedure</i>	2	13	22.22	22.22	58.73
<i>High Discount</i>	3	13	22.22	22.22	80.95
<i>Easy Return</i>	4	10	19.05	19.05	100.00
<i>Total</i>		57	100.0	100.0	

**Inference H04: Options availability, Easy Delivery & Availability of Discount positively influences Customer engagement towards Digital Marketing Purchase.**

According to the survey out of 126 respondents, 57 prefer Digital purchases on traditional purchases. Respondent usually prefers Digital purchases due to the availability of wide product Options, Easy and home Delivery of products & High Discounts, especially on festive seasons. Due to further research, Customers also prefer Digital purchase as it provides the latest product beyond geographical barriers.

**4.0 Data Analysis and Interpretation**

In the research area, 58% of respondents were male and the other 42% of female residents of Jalgaon City. Researcher tried to Correlate Customer engagement with Content available, transaction security, certificate of authenticity in Jalgaon City. Researcher found customer

engagement positively correlated to Content available digitally, Concern of Transaction Security, it is also observed that the certificate of authentication of the product/service digitally also influences the customer's engagement towards Digital purchasing.

During digital purchase it is observed that 43 of customers were neutral on Receiving Quality Products through Online Shopping, 44 agreed and 39 disagree on the same. On the other hand, it is observed that customer have a concern related to digital information available and according to observation, 52% of respondents agreed that online should provide updated information while 21 respondents were neutral on the issue.

29 respondents disagree on easily comparing products during online shopping at the same time nearly 64% agree with the statement.

It is being observed that customers normally prefer the company website for relevant information about the products and services.

While shopping the majority of the customers have a security-related issue and purchase only from trustworthy websites. it's found that Data privacy is a key concern and Respondents usually have issues related to Transactional Security, data security, personal data security while shopping online. 57% of customers preferred online medium for shopping mainly due to wide available options, easy access, easy delivery, high discount available.

## 5.0 Findings

- It is being observed that Customer is in neutral stage when asked about the Quality Products through Online Shopping, which is a key concern. To reach its full potential Marketers should aspect Quality Product.
- According to the survey many a time Consumer receive updated information using digital Medium.
- Online mode has variety of products and services. Moreover, electronic medium is easy to handle & maintain, more and more products and services could be compared to get desired product or services.
- Authentication of data, quality is a key concern and hence consumer normally prefer Website of the firm for shopping as quality information is provided on companies Website only.
- It is observed those users' engagement changes to negative when any online transaction/activity has security-related issues of personal information, online transactions, or poor navigation on the website, the frequency of online shopping will decrease.
- Again Customer tries to buy only from Trustworthy Websites, as other sites may hamper the quality expected by the consumers.
- Consumer are Satisfied using Online medium for shopping as it provides them number of options, discounts, easy delivery & easy purchase.

## 6.0 Conclusion

No doubt, we can observe ongoing changes in the nature of the market and society, the internet is one of the important causes for the changes observed. Recent advances of the internet and development of online shopping centres have facilitated the interconnectivity of consumers and its behavioural pattern. And hence the large numbers of studies have been conducted by the scholars and academicians nationally and across the world, discovering the features that may affect online buying behaviour of innumerable consumers. This research work is an attempt to explore the factors that may affect the attitude of consumers in Jalgaon city towards online shopping. From the collected data we came to know that the perceptual level of the consumer is the most significant factor that affects online shopping behaviour of consumers in Jalgaon city. The researcher also concluded that consumers' attitude towards online shopping is being risky risk includes the lack of trust, chance of being cheated, inferior quality of products than desired, non-returnable policy of firms etc. Thus, online selling has more subjects of concern than the benefits it presently proposes. The quality of products obtainable online and dealings for service delivery are yet to be in uniform nature. To have a maximum profit, marketers should have a policy regarding the above concerns.

## 7.0 Suggestions

- Companies should have more risk reduction activities as risk could strongly influence consumers' online purchase decisions on a negative path. And specific types of risk like online frauds should be taken care of in different scenarios.
- The shopping sites should spot a Certificate of Authenticity (a seal or small sticker designed to demonstrate that the item is genuine and risk-free) and should have a security symbol in order to have safe shopping.
- Companies should improve consumers' value engagements about the products and reduce consumers' risk in the online shopping environment by providing quality products, timely delivery and fulfil their expectations.
- Online retailers should also look into the possibility of introducing a BOP facility which could ensure that the customer gets a chance to formally interact with the other party before the actual purchase.
- There is still a low level of computer accessibility and lack of awareness of online shopping even in the educated. There is a barrier to experiencing online shopping. Hence the companies should promote and aware through different strategies.

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