

Role of Digital Marketing in Shaping Consumer Preferences for Footwear Products

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Abstract: The behavior of consumers is affected by personal tastes, attitude, motivations as well as perceptions. These together with the needs and wants of consumers influence purchase behavior of both products and services. Over the last several years, the population experienced a critical change in consumer behaviors because of the fast development of digital technologies. This research center is based on the consumer behavior of an information technology enabled market. In the digital world today, mobile applications, social media, and electronic word-of-mouth are fairly important in shaping consumer buying decisions. Marketing activities have gained the use of information technology (IT). The large accessibility of information and the development of the communication channels have changed the interrelation between marketing and consumer behavior. The industry 4.0 technological advancements have greatly influenced the consumer expectations and behavior. This paper analyzes technological developments and emerging trends that affect the way business is done and consumer purchasing patterns. The contemporary customer-dominated market is evolving very fast in terms of purchasing behavior among the customers. The consumer behavior is different depending on the characteristics of the product, price, quality, packaging, brand status, and other demographic factors like age and generation.

Keywords: Digital Marketing, Consumer Behaviour, Online Shopping, Footwear Products, Technology Adoption.

I. INTRODUCTION

Information technology has a great impact on consumer behavior. Consequently, buying choices are becoming more controlled by mobile apps, social networks, and electronic word-of-mouth communication. The world is experiencing significant changes in the field of marketing as a result of the

speed at which technology and information disseminate via the Internet.

The current consumer now tends to utilize online methods of communication to seek product information and services. There is now need to comprehend the way the changing technology is affecting consumer preferences and consumer buying behavior. The advent of digitalization and technology has given the consumers more convenience due to the use of smart phones, social media and on-demand service delivery.

The knowledge of technological advancements that create a shift in consumer behavior is an important element of the organization when developing marketing strategies that match consumer expectations. The world economy and business are being transformed by the internet and e-commerce technologies that are changing business models, revenues, customer base, and supply chains.

II. OBJECTIVES OF THE STUDY

1. To examine the consumer purchasing behavior of customers in a marketing environment that has the use of information technologies.
2. To analyze the position of online reviews and ratings in the consumer buying behaviour.
3. To determine the consumer buying behavior pattern of online buying of footwear products.

III. REVIEW OF LITERATURE

1. The Role of Digital Marketing in Consumer Behavior: A Survey, Mahmoud Alghizzawi (2019) discovered that the organizations should

implement new forms of communication to engage the consumers. Digital platforms play a big role when it comes to consumer behavior, especially the social media and mobile applications.

2. The Impact of Digital Disruption Technologies on Customer Preferences: The Case of Retail Commerce, Arun Kumar Singh and Thirumoorthi (2019) determined that online shopping behavior is heavily dependent on the demographic factors. An example is that business people like online shopping because of time, and others do not want to be deprived of the time in stores.
3. Information Technology and its Relationship to Marketing and Marketing Relationships, Mairead Brady, Michael Saren, and Nikolaos Tzokas (1999) noted that the application of information technology in business was in its infancy but had enormous potential in terms of creating opportunities and benefits to marketing.
4. Evolution of Technology and Consumer Behavior: The Unavoidable Impacts (Ahmad, Ridzuan Masri, Chai Voon Chong, Rizal Ula Ananta Fauzi, and Izian Idris, 2020), the authors described the usage of smartphones, tablets, and wearable devices as made possible by the rapid technological development. These technologies have increased consumer demands to responsive and efficient services.
5. In the paper, S. Sivasankaran (2017), in his work titled Digital Marketing and Its Impact on Buying Behavior of Youth, found that youth is an important determinant in the buying behavior. National Youth Policy shows that in India, there are about 33 crore individuals in the youth group (15-29 years) and hence a significant group of consumers.

IV. RESEARCH METHODOLOGY

The current research is founded on the primary data gathered in the form of questionnaires, which were

filled by the consumers, in the city of Pune. To determine consumer buying behavior within the digital marketing environment, a descriptive research design has been used.

Area of Study- The target of the study is consumers living in Pune city.

Sample Unit- The sample unit includes the consumers of online product buyers.

Sample Design- The respondents comprise the individuals of various age and education levels.

Below formula.

$$N = Z^2 \times (P) (1 - P) / D^2$$

Where N = Sample Size

Z = Standard deviation at 95 position of confidence (1.96)

P = Expected proportion (0.5) of the population.

D = Wanted Precision (0.05)

$$N = 1.96^2 \times 0.5 \times (1-0.5) / (0.05)^2 \quad N = 60$$

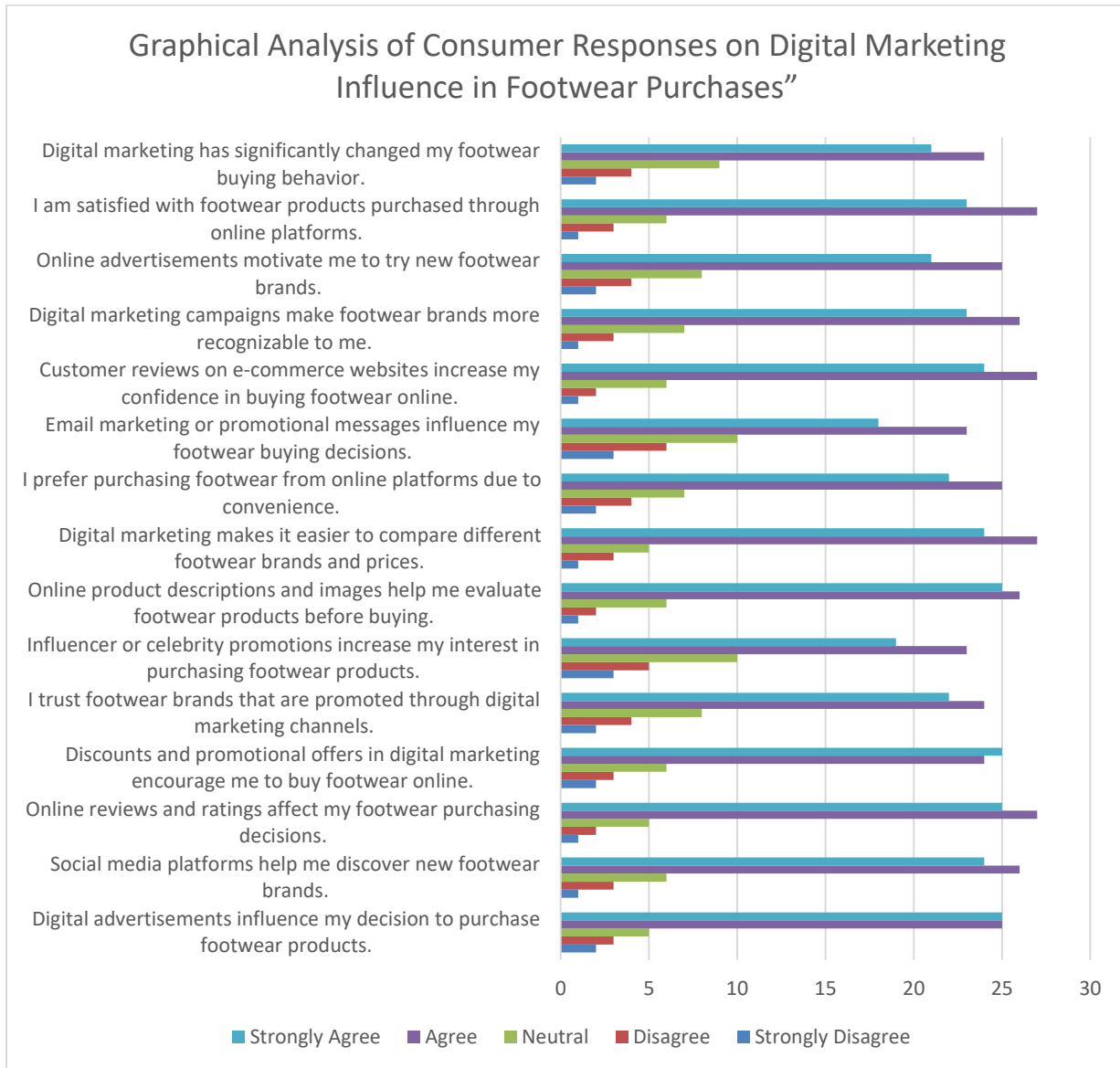
The size of the calculated sample was 60 respondents. Sampling Technique There was a random sampling method.

Questionnaires distributed were 66 in number and 60 valid responses were obtained.

V. SCOPE OF THE STUDY

The project is aimed at examining the consumer purchasing pattern of the customers who dwell in the urban environment, specifically in the city of Pune. The concept of consumer behavior has been identified to be crucial in planning effective digital marketing strategies in the context of information technology facilitated marketing environment. Nevertheless, not all respondents will provide all the information and this can be a factor that influences validity of the data gathered.

VI. ANALYSIS AND INTERPRETATION OF DATA



VII. FINDINGS

- The use of digital advertisements has a significant footwear buying impact on consumers.
- The social media platforms will contribute significantly towards awareness of new footwear brands to the consumers.
- Online reviews and ratings are important on the purchase choice of customers.
- Digital marketing stimulates customers to buy shoes because of promotional deals and discounts.
- Digital marketing will enable consumers to conveniently compare between the brands and prices of various footwear products.
- Feedbacks on the e-commerce websites enhance the consumer confidence in purchasing online shoe.
- Digital marketing has produced a great impact on the purchase behaviour of the footwear consumers.

VIII. SUGGESTIONS

- Footwear companies need to use more digital advertising and social media marketing in order to access additional consumers.
- Brands ought to facilitate customers to leave online reviews and ratings as a way of building credibility.
- The companies are supposed to provide appealing discounts, coupons, and promotion campaigns via online mediums.
- Companies ought to come up with clear descriptions of their products, good images and information online.
- Footwear companies also ought to work together with influencers and conduct work through digital campaigns to enhance brand awareness.

IX. CONCLUSION

The research finds that on consumer buying behaviour in footwear industry in reference to the Pune city, digital marketing plays a huge role. The results show that the use of digital media, including social media and online ads, promotions and customer reviews, have a huge persuasive power on consumers in Pune when buying footwear products.

The researchers found that a big number of consumers in the Pune city rely on digital media to learn about new footwear brands, compare products, and make more informed buying decisions. Online reviews, influencer promotions, product descriptions, and online adverts are some of the factors that make consumers more aware and confident to make purchases of footwear using online services.

In general, the research shows that digital marketing has impacted the Pune city negatively by positively affecting the buying behaviour of consumers making the process of purchasing much easier and informative. Thus, the footwear companies are recommended to concentrate on efficient digital marketing strategies to reach consumers and engage them in the Pune market.

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