

Research Article

Understand the Consumer Buying Behavior of Indian in Digital Era

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A B S T R A C T

Indian customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in India is key player for this phenomenon. Most of Indians are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report. The successful completion of this project indicates that the future of marketing is in the hands of digital.

Keywords: Buying Behavior, Digital Marketing, Hospitality Management, Customer Satisfaction

Introduction

The scope of the study is limited to digital marketing. Its focused industry is tourism & hospitality management industries where the study is oriented towards customer satisfaction. The nature of this research is descriptive. This paper deals with both quantitative and qualitative data. Quantitative data has been collected from primary source through conducting survey and qualitative data has been collected through secondary data sources such as Internet, articles, books etc. The survey was conducted using structured questionnaires containing the 5-points Likert Scale statements. A random sample of 170 respondents who are familiar with the digital platform such as Facebook, Twitter, LinkedIn and who have knowledge about Google Adword International Journal of Economics, Commerce and Management, United Kingdom Licensed under Creative Commons Page 525 ads has been selected to collect primary data. To ensure a standard research output from the analysis, two questions were asked to the respondents initially to test whether they are qualified to be included in the research or not. First question was involved with social media use regularity by the respondents and another one whether the respondents followed at least one brand on

social media. After getting the positive answer of these two questions, questionnaire was given to the respondents. Out of 170 respondents 57% was male and 43% female. The average age of the sample was 22. About 70% of them had undergraduate or graduate level of education. Exploratory Factor analysis has been conducted to determine whether multiple variables comprise one factor dimension. Statistical package SPSS 20.0 has been used to perform the analysis.

Research Methodology

Research methods are generalized and established ways of approaching research questions. Research methods are divided into qualitative and quantitative approaches and involve the specific study activities of collecting and analyzing research data in order to answer the particular research question. A research methodology or involves specific techniques that are adopted in research process to collect, assemble and evaluate data. It defines those tools that are used to gather relevant information in a specific research study. Surveys, questionnaires and interviews are the common tools of research. The descriptive research design is used for analyzing and studying the process of Business Development. It is very simple & more specific than explanatory study. The most important methodological

choice researchers make is based on the distinction between qualitative and quantitative data. As mentioned previously, qualitative data takes the form of descriptions based on language or images, while quantitative data takes the form of numbers.

Types of Research Methodology

Qualitative Methods

Qualitative methods' should be deployed when the research aim is an in-depth, contextual analysis of a phenomenon. These methods are very good for answering the what and who questions, but not well suited to answering why and where research questions. Qualitative data is richer and is generally grounded in a subjective and interpretivist perspective. However, while this is generally the case, it is not always so. Qualitative research supports an in-depth understanding of the situation investigated and, due to time constraints, it generally involves a small sample of participants. For this reason the findings are limited to the sample studied and cannot be generalised to other contexts or to the wider population. Popular methods based on qualitative data include semi structured or unstructured interviews, participant observations and document analysis. Qualitative analysis is generally more time-consuming than quantitative analysis.

Quantitative Methods

Quantitative methods should be deployed when the research aim is to produce generalizable results that show prevalence, incidence, statistical relationships between variables and causation. These methods are well suited to answering why and where questions, but may lack a deep understanding of a phenomenon, particularly if the research area is of a sensitive nature. Quantitative data, on the other hand, might be easier to collect and analyse and it is based on a large sample of participants. Quantitative methods are based on data that can be 'objectively' measured with numbers. The data is analysed through numerical comparisons and statistical analysis. For this reason it appears more 'scientific' and may appeal to people who seek clear answers to specific causal questions. Quantitative analysis is often quicker to carry out as it involves the use of software. Owing to the large number of respondents it allows generalisation to a wider group than the research sample. Popular methods based on quantitative data include questionnaires and organisational statistical records among others.

Data Collection Methods Can Be used in Various Study Types, Including

Empirical studies – These are field based studies during which the research collects primary data.

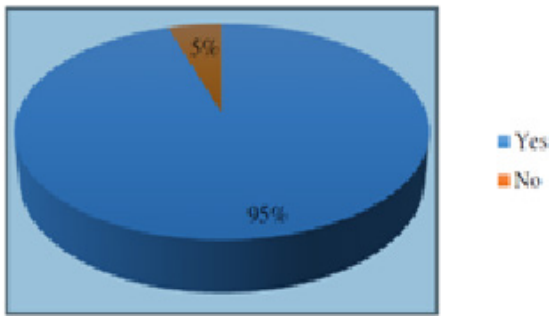
Desk Reviews – These are non-filed based studies during



which the researcher analyses and synthesizes secondary data to articulate new findings.

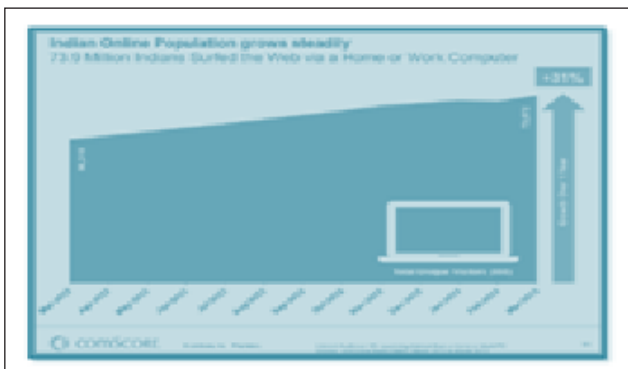
Research Analysis and Evaluation – These can be either field studies or desk reviews during which the researcher aims to recommend the best policy or program option before implementation or aims to articulate the impact of a policy or program after implementation. Evidence-based practice (EBP) is the delivery of services based upon research evidence about their effectiveness; the service provider's clinical judgment as to the suitability and appropriateness of the service for a client; and the client's own preference as to the acceptance of the service. EBP is fast becoming a service delivery norm among many professions. Though its origin is credited to medical practice, EBP has become an important part of many other professions such as nursing, allied health services, mental health, community health, social work, psychology and teaching. It is now being promoted as an acceptable and scientific method for policy formulation and practice assessment. The concept of EBP encourages professionals and other decision-makers to use evidence regarding the effectiveness of an intervention in conjunction with the characteristics and circumstance of a client and their own professional judgment to determine the appropriateness of an intervention when providing a service to a client. In this age of accountability, you as a professional must be accountable to your clients as well as your profession. It is as a part of this accountability that you need to demonstrate the effectiveness of the service(s) you provide. Research is one of the ways of collecting accurate, sound and reliable information about the effectiveness of your interventions, thereby providing you with evidence of its effectiveness. As service providers and professionals, we use techniques and procedures developed by research methodologists to consolidate, improve, develop, refine and advance clinical aspects of our practice to serve our clients better.

Lundberg (1942) draws a parallel between the social research process, which is considered scientific, and the process



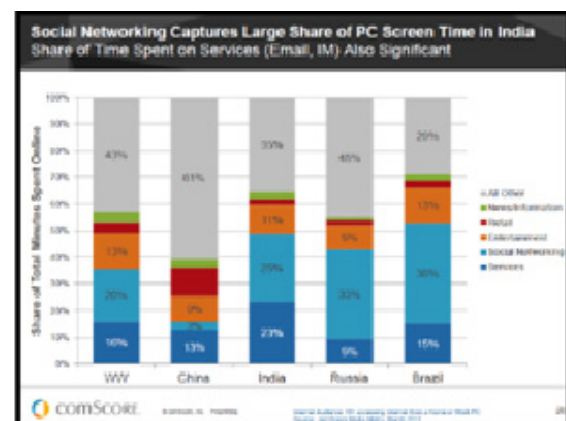
that we use in our daily lives. According to him: Scientific methods consist of systematic observation, classification and interpretation of data. Now, obviously, this process is one in which nearly all people engage in the course of their daily lives. The main difference between our day-to-day generalisations and the conclusions usually recognised as scientific method lies in the degree of formality, rigorousness, verifiability and general validity of the latter. (Lundberg 1942: 5) Burns (1997: 2) defines research as 'a systematic investigation to find answers to a problem'. According to Kerlinger (1986: 10), 'scientific research is a systematic, controlled empirical and critical investigation of propositions about the presumed relationships about various phenomena'. Bulmer (1977: 5) states: 'Nevertheless sociological research, as research, is primarily committed to establishing systematic, reliable and valid knowledge about the social world.'

Characteristics of Research From these definitions it is clear that research is a process for collecting, analysing and interpreting information to answer questions. But to qualify as research, the process must have certain characteristics: it must, as far as possible, be controlled, rigorous, systematic, valid and verifiable, empirical and critical. Let us briefly examine these characteristics to understand what they mean: In real life there are many factors that affect an outcome.



A particular event is seldom the result of a one-to-one relationship. Some relationships are more complex than others. Most outcomes are a sequel to the interplay of a

multiplicity of relationships and interacting factors. In a study of cause-and-effect relationships it is important to be able to link the effect(s) with the cause(s) and vice versa. In the study of causation, the establishment of this linkage is essential; however, in practice, particularly in the social sciences, it is extremely difficult – and often impossible – to make the link. The concept of control implies that, in exploring causality in relation to two variables, you set up your study in a way that minimises the effects of other factors affecting the relationship. This can be achieved to a large extent in the physical sciences, as most of the research is done in a laboratory. However, in the social sciences it is extremely difficult as research is carried out on issues relating to human beings living in society, where such controls are impossible. Therefore, in the social sciences, as you cannot control external factors, you attempt to quantify their impact. You must be scrupulous in ensuring that the procedures followed to find answers to questions are relevant, appropriate and justified. Again, the degree of rigour varies markedly between the physical and the social sciences and within the social sciences. Systematic – This implies that the procedures adopted to undertake an investigation follow a certain logical sequence. The different steps cannot be taken in a haphazard way. Some procedures must follow others. Valid and verifiable – This concept implies that whatever you conclude on the basis of your findings is correct and can be verified by you and others. · Empirical – This means that any conclusions drawn are based upon hard evidence gathered from information collected from real-life experiences or observations. · Critical – Critical scrutiny of the procedures used and the methods employed is crucial to a research enquiry. The process of investigation must be foolproof and free from any drawbacks. The process adopted and the procedures used must be able to withstand critical scrutiny.

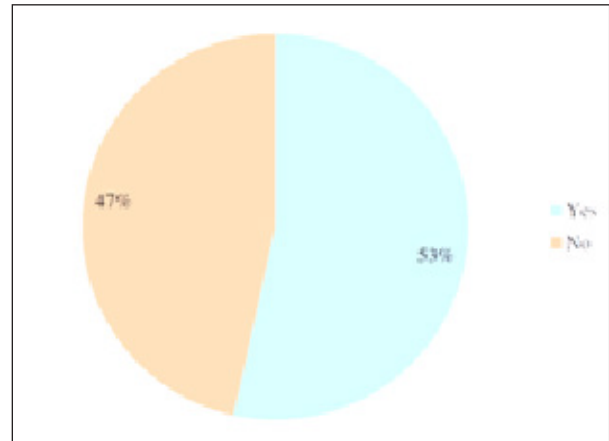


Research Process

Research methodology is taught as a supporting subject in several ways in many academic disciplines at various levels by people committed to a variety of research paradigms.

Though paradigms vary in their contents and substance, their broad approach to enquiry, in the author’s opinion, is similar. Such ideas have also been expressed by Festinger and Katz, who in the foreword of their book *Research Methods in Behavioral Sciences* say that, ‘Although the basic logic of scientific methodology is the same in all fields, its specific techniques and approaches will vary, depending upon the subject matter’ (1966: vi). Therefore, the model developed here is generic in nature and can be applied to a number of disciplines in the social sciences. It is based upon a practical and step-by-step approach to a research enquiry and each step provides a smorgasbord of methods, models and procedures. Suppose you want to go out for a drive. Before you start, you must decide where you want to go and then which route to take. If you know the route, you do not need to consult a street directory, but, if you do not know the route, then you need to use one. Your problem is compounded if there is more than one route. You need to decide which one to take. The research process is very similar to undertaking a journey. As with your drive, for a research journey there are also two important decisions to make. The first is to decide what you want to find out about or, in other words, what research questions you want to find answers to. Having decided upon your research questions or research problems, you then need to decide how to go about finding their answers. The path to finding answers to your research questions constitutes research methodology. Just as there are posts along the way as you travel to your destination, so there are practical steps through which you must pass in your research journey in order to find the answers to your research questions. The sequence of these steps is not fixed and with experience you can change it. At each operational step in the research process you are required to choose from a multiplicity of methods, procedures and models of research methodology which will help you best achieve your research objectives. This is where your knowledge base of research methodology plays a crucial role. The aim of this book is to provide you with knowledge that will enable you to select the most appropriate methods and procedures. The strength of this book lies in anchoring the theoretical knowledge of the steps that you need to go through on your research journey. At each operational step, the book aims to provide, at a beginner’s level, knowledge of methods and procedures used by both qualitative and quantitative researchers, though there is an inclination towards the quantitative way of thinking.

Quantitative and Qualitative research Methodologies differ both in their underpinning philosophy and, to some extent, in the methods, models and procedures used. Though the research process is broadly the same in both, quantitative and qualitative research are differentiated in terms of the methods of data collection, the procedures adopted for data



processing and analysis and the style of communication of the findings. For example, if your research problem lends itself to a qualitative mode of enquiry, you are more likely to use the unstructured interview or observation as your method of data collection. When analysing data in qualitative research, you go through the process of identifying themes and describing what you have found out during your interviews or observation rather than subjecting your data to statistical procedures. According to the *The American Heritage Dictionary of the English Language*, methodology can be defined as, “Methodology can properly refer to the theoretical analysis of the methods appropriate to a field of study or to the body of methods and principles particular to a branch of knowledge.” According to *Collins English dictionary*, “the system of methods and principles used in a particular discipline.”

Conclusion

The research focused on the consumer buying behavior shows that, Indian consumers are highly information seeker and they will do research about a product before going to a retail shop. So brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

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