

Advanced Framework to Analyze the Impact of Digital Marketing on Online Purchase Intention with Respect to Organic Food Products

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Abstract: Purpose- Digital marketing is an important medium for promoting online sales in this modern era. Different techniques are adopted to research the features that improve customers' online buying behavior. In this paper, we use an advanced framework called the Conceptual Marketing Analysis Model (CMA) which identifies the important features that promote the online purchase intention of customers. The model inputs the identified features and tracks the best one to use for promoting online organic food sales

Design/methodology/approach- The study was carried out using the advanced framework of the UTAUT model. The questionnaire was prepared and distributed among 250 online customers using an online survey. The population was selected using convenience sampling techniques.

Findings- Based on the SPSS software result it is found that digital marketing induces a huge positive impact on the buying behavior of customers promoting online business sales for organic food products.

Research limitations/implications- The study is mainly conducted only on localities of Kanyakumari eliminating data from other areas. Also, the study did not differentiate customers who are interested in health-oriented concepts.

Originality/value- This study proposed a modern CMA model for empirically analyzing the impact of digital marketing affecting customer behavioral change in online purchases of organic foods.

Keywords: digital marketing, organic food, purchase intention

INTRODUCTION

Digital marketing has revolutionized the way we shop, with more and more people turning to online stores to purchase goods and services. Digital marketing has had a significant impact on online purchase intention, as it has enabled businesses to create more effective campaigns, target the right customers, and increase engagement with potential buyers. Additionally, digital marketing can create a more interactive shopping experience for customers, making it easier for them to find the best deals and make informed decisions. With the rise of digital marketing, businesses are able to capitalize on the latest trends and technologies, driving more conversions and increasing customer loyalty.

People spend a short time buying effects on e-commerce sites. Still, judges prognosticate that it'll increase extensively because people now feel safe and secure buying online, and they also think that their time savings will also change the way

people communicate (Gilchrist, 2016). The development of social media provides openings for enterprises as emotional marketing tools (Kujur & Singh, 2017). Social media is an essential tool for profitable growth as its tools include two-way communication and low-cost marketing to gain information, connect and establish a relationship with its guests (Irfan et al., 2019). The use of social media technologies is growing, and, in the future, we should anticipate it to have the same effect on businesses. With social media marketing, business possessors want to learn how it can produce interest in their business. Platforms like Facebook, LinkedIn, Hi5, YouTube and Twitter have made it easy for consumers to post reviews of products and reach out to other like-inclined people in their communities. Before people make purchases currently, they're decreasingly reaching out first to their social media communities for opinions (N. Hajli,). Consumers pierce online groups through social media to understand their views and get a better sense of a product or service (Dedeoğlu et al., 2020). In the fields of marketing, announcement and communication, social media is much more applicable, with the number of druggies adding dramatically every time (Appel et al., 2020). Guests who have a close relationship with the establishment partake in their relations on social media with other people and suggest the goods or services of the company to their musketeers through positive word of mouth. The consumer's purchase intentions have always been an important marketing content to be considered. In this scenario there arise a need to analyse the factors to be taken into consideration for increasing customer purchase intention.

Nowadays most of the people are motivated by organic food. But there is no proper channel to distribute organic products from suppliers to consumers globally. So there arises a need to create a proper channel to make use of modern digital marketing techniques to sell organic food products. Also, there arises a need to analyse the best factors that have a positive influence on customer purchase intention.

Review of Literature

Digital marketing plays an important part to make a brand because of the fact it attracts guests. People nowadays are largely attracted to Digital Media (Yuvaraj & Indumathi, 2018). Dastane (2020) relate or examine the connection between Digital advertising and buying thing with the interceding effect of CRM (client Relationship operation) for Malaysiane-commerce diligence. An empirical exploration of Malaysiane-commerce assiduity was carried out which suggests that digital marketing has a positive and noteworthy effect on buy anticipation. The main factor that influences purchase intention is marketing. Digital marketing increases the purchase intention of a client by 68%. It's true as people in this period are technologically advanced and use widgets similar to mobile, computers Tablets etc. These biases give a platform to consumers or open new approaches to shopping online and pass joy and adventure. There are numerous online platforms that give consumers to have effective communication through which they can partake in their happiness of being using the product or wrong experience which impacts the intention to buy. Balakrishnan et al., (2014). The study concentrated to accept social media platforms and company websites to digitally vend their products and services. Three tools were being anatomized as digital technologies are online announcements, WOM (word of mouth) and Online Communities. It was subordinated to the study of generation. The survey was particularly limited to undergraduate university scholars. All the factors were set up effectively in promoting brand fidelity and social media is also adding the purchase intention. The study also stressed income position as the important factor

which affects the buying power of consumers (Balakrishnan et al., 2014). Mohammed & Alkubise(2012) explored online announcements as a tool to vend products and services digitally. It's significantly set up that the World Wide Web is the most espoused online announcement platform with further interactive services and effectiveness. The results show that online announcement is an effective way which increases purchase intention and effectiveness depending on income position, internet operation and announcement content.

Online purchase intention

Purchase intention is very important in the advancement of computerized promoting and E-trade. Buying the expectation of a consumer is a complicated process linked with their behavior, perception & attitude (Mirabi A study of factors affecting customers' purchase intention, 2015)). (Dehghani, 2015) revealed that branding is directly proportional to purchase intention. As consumers move to social media platforms they heavily rely on online purchase reviews before making the final decision. According to Raza et al., (2014), purchase intention is a phase where a customer is about to buy something from a seller. Due to the hefty amount of profit e-commerce service providers are more inclined towards understanding the factors to improve consumers' purchase intention. Client aim is the most significant factor in studying purchase intention. Consumers' behavior can be best judged through purchase intention. This intention is valuable in finding out customers' real behavior (Eid, 2011). Purchase intention depends on the customer's attitude and other environmental factors, & predicting consumer behavior in online purchase of products. (Fishbein&Ajzen, 1975).

Frugality

(M. Kukar-Kinney, N.M. Ridgway, K.B. Monroe) the e-commerce point has to give a price reduction that could evoke a consumer's favourable response. As the main magnet of social commerce, consumers could admit large abatements through group buying. Price plays a part in perfecting consumer comprehension and easing buying geste. There is a u-shape function for prepossessions on price and total prepossessions on a runner with respect to price for ladies who buy for themselves and males who buy for their mates.(R.G.V. Menon, V. Sigurdsson, N.M. Larsen) (E.N. Berkowitz, J.R. Walton)

Necessity

(D.M. Szymanski, R.T. Hise 2000) the utilitarian value of an internet shopping boardwalk is a determinant of shopping satisfaction. This utilitarian value significantly influences the frequency of point visits, which formerly again reinforces purchase intention. Social presence factors predicated in social technologies contribute significantly to the structure of secure online swapping connections. (B. Lu, W. Fan, M. Zhou 2016)

Trustability

R.E. Speckmam (1998) the conception of trust is honoured as important in exchange connections. It forms the base of strategic hook-ups by perfecting the quality of commerce. It also improves the position of cooperation and increases the position of involvement. Trust in an internet shopping boardwalk is defined as the cognitive aspects of trust, and it's considered a reasonable selection process by defining trust as the consumer's intention to count on a dealer and leave a dealer in a vulnerable state.

Trust in a social networking point increases information dogging, which in turn increases familiarity with the platform and the sense of social presence. (N. Hajli, et al., (2017)

Interaction

(Y. Liu, L.J. Shrum 2002) Interactivity has been defined as the degree that two or further communication parties may affect each other, communication media, dispatches, and similar impacts contemporaneously. Interactivity has also been defined as noway - ending two-way communicational characteristics between two parties, the buyer and the dealer. Consumers gave more positive assessments and made more favorable opinions for the spots increasing perceived interactivity. (Joseph et al., 1997)

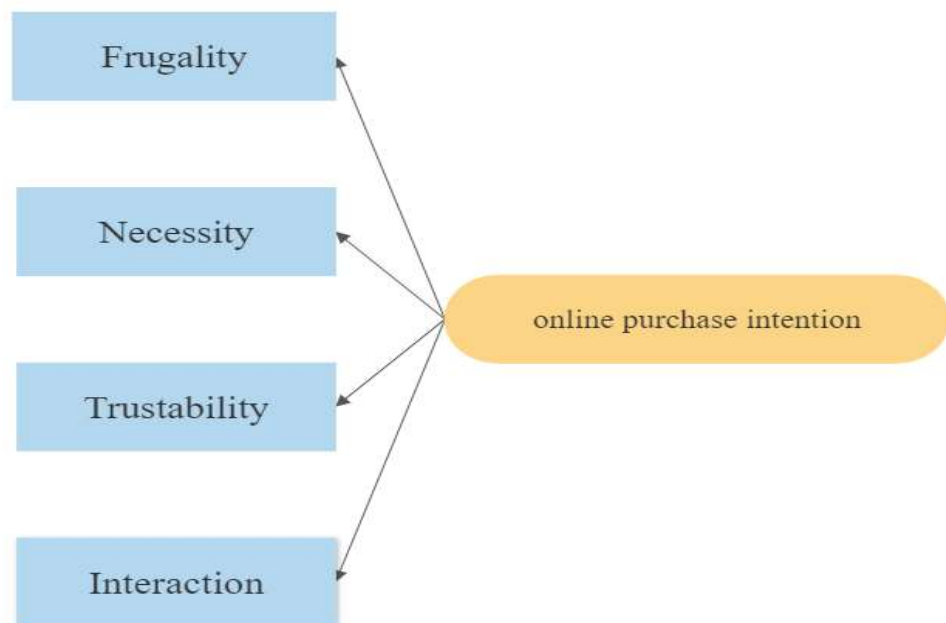


Fig1; Marketing Analysis Model

Methodology

The present study is descriptive research and is based on primary data. The primary data for this study was collected through an online survey of the potential respondents across the Kanyakumari district online consumers. The target respondents of this study were consumers of online customers. The questionnaire consists of questions like socio-demographic factors and items for evaluating the experience of the consumers. The measurement of the questionnaire items in this study used a 5-point Likert scale ranging from strongly disagree to strongly agree. To ensure the validity of the scale used in the survey, the items were adapted from the relevant research and existing literature to fit the theme and context of this study.

Sampling and Data Collection

The questionnaire targeted the customers in Kanyakumari. Thus a relatively large sample size is recommended. The sample consists of 250 customers across Kanyakumari. Since the convenience sampling method was adopted in the study. A reliable and valid questionnaire has been used for this study, and the analysis was done with 250 complete responses. The respondents' demographic profile is given in Table 1.

Table 1; Demographic Profile

Category	Subdivision	Frequency	Percentage
Gender	Male	103	41
	Female	147	58.6
Family income(monthly)	Below 10000	48	19.1
	10000 to 20000	95	37.8
	21000 to 30000	42	16.7
	Above 30000	65	25.9
Digital channel awareness	Social media	203	80.9
	Websites/blogs	20	8
	Multimedia advertising	8	3.2
	Email	8	3.2
	Others	11	4.4
Online organic food customers	Yes	80	31.9
	No	170	67.7
Hours per week spent on social media	Below 10000	143	57
	10 to 20 hours	66	26.3
	21 to 30 hours	20	8
	Above 30	21	8.4

Data Analysis and Discussions

Table 2; Relation Between Frugality and Online Purchase Intention

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.552	.187	.238	13.673	.000
	OPI	.216	.056		3.862	.000
a. Dependent Variable: Frugality						

Table no.2 shows that the p-value is less than .01 H_0 is rejected at the 1% level of significance. Hence it is concluded that frugality positively influences online purchase intention. The R square value is .057

Regression equation
F= (OPI *0.216) +2.552

Table 3; Relation Between Necessity and Online Purchase Intention

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.960	.169	.147	17.468	.000
	OPI	.118	.051		2.334	.020
a. Dependent Variable: Necessity						

Table no.3 shows that the p-value is less than .01 H_0 is rejected at the 1% level of significance. Hence it is concluded that necessity positively influences online purchase intention. The R square value is .021

Regression equation
N= (OPI *0.118) +2.960

Table 4; Relation Between Trustability and Online Purchase Intention

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.400	.174	.278	13.787	.000
	OPI	.237	.052		4.553	.000
a. Dependent Variable: Trustability						

Table no.4 shows that the p-value is less than .01 H_0 is rejected at the 1% level of significance. Hence it is concluded that trustability positively influences online purchase intention. The R square value is .077

Regression equation
 $T = (\text{OPI} * 0.237) + 2.400$

Table 5; Relation between Interaction and Online Purchase Intention

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.007	.173		11.578	.000
	OPI	.329	.052	.373	6.337	.000

a. Dependent Variable: Interaction

Table no.5 shows that the p-value is less than .01 H_0 is rejected at the 1% level of significance. Hence it is concluded that interaction positively influences online purchase intention. The R square value is 0.139

Regression equation
 $I = (\text{OPI} * 0.329) + 2.007$

Hypothesis	R square value	Result
H ₁ frugality → online purchase intention	0.057	Accepted
H ₂ Necessity → online purchase intention	0.021	Accepted
H ₃ Trustability → online purchase intention	0.077	Accepted
H ₄ Interaction → online purchase intention	0.139	Accepted

CONCLUSION

Digital marketing had a positive effect on online purchase intention with respect to organic food products. Consumers are more likely to purchase organic products online if they have been exposed to digital marketing campaigns. Digital marketing campaigns have increased brand awareness, increased trust and loyalty, and provided an easy and convenient way to purchase organic products. Digital marketing also

helps to educate consumers about the benefits of organic products, which further increases their intention to purchase organic products online. By leveraging the power of digital marketing, organic food companies can increase online purchase intentions and generate more sales. Overall, digital marketing is a powerful tool for organic food companies to increase sales and build brand loyalty. Digital marketing campaigns are essential for organic food companies to reach their target audience, increase brand awareness, and build trust and loyalty. Moreover, digital marketing can help organic food companies educate their target audience about the benefits of organic products, which can further increase online purchase intentions. Thus, digital marketing is an effective way for organic food companies to reach their target audience and increase their online purchase intentions.

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