Discussion on the Influence of Diffusion of Technology on the Online Shoppers in India

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Abstract

Introduction: The study discusses about the growing importance of technology in online shoppers in India. E-commerce has expanded the scope towards digital India in a span of seven years.

Aim: The aim of the study is to examine the influence of technology diffusion on online shoppers all over India.

Literature review: The part have illustrated the various factors contributing in the area of marketing. The idea of online marketing services, the rising value enterprises as well as the limitation related to E-commerce has been discussed.

Methodology: Survey method has been used in the study. The result analysis was developed by SPSS on 65 participants, followed by deductive research approach and descriptive research design.

Findings: The statistical data tables and figures illustrate the results build to study the research methodology.

Conclusion: The overall idea of the research study depicts that technology has played a crucial role in developing the marketing sectors in India.

Keywords: Digital marketing, technology, online shopping, e-commerce, value addition

Introduction

E-commerce is rising steadily in the Indian business sectors. The role of diffusion in online marketing has adopted certain economical values which ultimately provide facilities in the business trends. As per the critical analysis by Al Amin et al. (2022), customers in the Indian market like to fulfill their marketing demands sitting at home. The revolution of online shopping services has changed multiple business sectors. This had made the online shopping industries expand in India (Arul Rajan et al. 2020). Digital India lies in the developmental factors of ecosystem applications toward the government services (Andotra & Sambyal, 2023).

Over the past couple of years, there has been a tremendous change in the Indian marketing sector. The important aspect of India is
almost becoming a huge area of business fuelled by the huge investment factors in a span of seven years. As per the critical analysis by Chandra et al. (2019), technological advances and business services are truly interconnected raising the importance of online marketing sectors.

RO2: To evaluate the developmental process of Indian marketing industries

RO3: To determine the increased value of enterprises due to technological implications

RO4: To find out the drawbacks of technology diffusion in Indian marketing sectors

Research questions

RQ1: What is the importance of technology in online marketing services?

RQ2: What is the developmental process of Indian marketing industries?

RQ3: What is the increased value of enterprises due to technological implications?

RQ4: What are the drawbacks of technology diffusion in Indian marketing sectors?

Literature Review

Analyze the importance of technology in online marketing services

Digital advertisements and technological innovation have provided a benchmark in functioning the business sector effectively (Goutam et al., 2022; Bapat et al., 2021). Leveraging technology as a crucial part of marketing can be beneficial in various ways (Kumar et al., 2021). Technology improves the streamline of business services into huge and impactful factors. As per the critical analysis by Amirtha et al. (2022), technology meets every ideology so as to provide better and more remarkable business policies.
With the increased integration process, it is precise to note that nurturing business skills can lead to better productivity. Adding technology to the business developmental process can make wonders. As per the critical analysis by Arul Rajan et al. (2020), customers gain a lot of facilities in shopping online. Online shopping is cost-effective as well as a source of time management mobile connectivity has evoked several prognoses in order to build a sporadic marketing environment.

**Determine the increased value of enterprises due to technological implications**

Indian business industries have an evolutionary value in the rising marketing sectors in India. Technology has enabled the business industries to grow their enterprise values. Small businesses have served in the planning process of streamlining for future expansion. As per the critical analysis by Asrani et al. (2022), Indian business owners use technology for maintaining the sensitivity of the consumers’ information.

As per the critical analysis by Chauhan et al. (2019), the efficiency in practicing business operations has risen up to 25% prioritizing the investment companies. Through technology, customers and business firms can communicate easily arising with various resources for the establishment of business knowledge among the customers.

**Drawbacks of technology diffusion in Indian marketing sectors**

Modern technology has improved the productivity level of the Indian marketing industries. New and innovative techniques have engrossed innumerable factors resulting in the rise in business strategies respectively. However, the rising factors of technology have got many negative outcomes that can readily affect the business sectors largely. As per the critical analysis by Habib et al. (2021), with the rise of modern technology, face-to-face interaction between employees and customers has been reduced.
The rate of hacking and stealing valuable business data has increased. This leads to a failure in business planning and strategic implications. As stated by Kapoor et al. (2020), the security management gets hampered by excessive access to technical factors. Modern technology dependency has a negative impact on business services. The excessive usage of technology makes business workers depend more on modern technology in working areas (Sobti et al. 2019). Technology is expensive in nature and is a waste of time at times. Moreover, technology can cause distraction in business areas as well.

**Methodology**

The research methodology comprises informational data sets that are authentic in nature and have structured views on reliability and validity. As per the critical analysis by Habib et al. (2021), a research methodology is helpful in obtaining statistical data from developed resources. The data collection process was developed by the survey method. The data analysis was put forward by the SPSS method. A deductive research approach was used in the research study. The rest of the research analysis was carried out by the descriptive research design respectively.

The survey method was implemented on 65 participants. The research was obtained with the help of a questionnaire consisting of 13 questions, among which 3 of the statements are demographic and the rest 10 statements are variables.

**Findings**

The above table illustrates the age factor of the 65 participants. The cumulative frequency of participants belonging to the age group between 20 years to 30 years is 12.3%, 31 years to 40 years is 38.5%, between 41 years to 50 years is 24.6% and between 51 year to 60 years is 100%.

![Figure 4: Drawbacks of technology diffusion](https://doi.org/10.56763/ijfes.v3i.167)

(Source: Habib et al. (2021))

![Figure 5: Age factor](issn:2583-0899, volume-3, issue-1, 2023)

The pie chart analysis shows that 12.31% of the participants belonging to the age group of 20 years to 30 years, 38.46% of the participants belong to the age group of 31 years to 40 years, 24.62% of the participants belong to the age group of 41 years to 50 years and the rest 24.62% are between 51 years to 60 year respectively.
Table 6 represents the gender factor of the participants. 49.2% of the participants belong to the female group, 75.4% belong to the male group and the rest 100% are the prefer to not say group.

![Figure 5: Gender factor](image)

The pie chart analysis shows that 49.23% of the participants belonging to the female group 26.15% of the participants belong to the male group and the rest 24.62% are the prefer to not say group.

Table 6 represents the income level of the participants. The cumulative percentage of the participants belonging to the income level of 20,000 to 30,000 is 26.2%, 30,000 to 40,000 are 38.5%, 40,000 to 50,000 are 50.8% and the rest belong to the 100% cumulative factor.

![Figure 6: Income level](image)

The pie chart represents the income level of the participants. Participants belonging to the income level between 20,000 to 30,000 is 26.15%, 30,000 to 40,000 is 12.31%, 40,000 to 50,000 is 12.3% and 50,000 to 60,000 is 49.23% respectively.

Table 1: Descriptive Statistics

<table>
<thead>
<tr>
<th></th>
<th>N</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Deviation</th>
<th>Skewness</th>
</tr>
</thead>
<tbody>
<tr>
<td>DV</td>
<td>65</td>
<td>6.00</td>
<td>10.00</td>
<td>7.9077</td>
<td>1.55848</td>
<td>.184</td>
</tr>
<tr>
<td>IV1</td>
<td>65</td>
<td>2.00</td>
<td>10.00</td>
<td>5.6000</td>
<td>2.69722</td>
<td>.357</td>
</tr>
<tr>
<td>IV2</td>
<td>65</td>
<td>3.00</td>
<td>9.00</td>
<td>6.6000</td>
<td>1.87750</td>
<td>-.461</td>
</tr>
<tr>
<td>IV3</td>
<td>65</td>
<td>6.00</td>
<td>10.00</td>
<td>7.6000</td>
<td>1.50831</td>
<td>.239</td>
</tr>
<tr>
<td>IV4</td>
<td>65</td>
<td>5.00</td>
<td>10.00</td>
<td>8.0308</td>
<td>1.74973</td>
<td>-.464</td>
</tr>
<tr>
<td>Valid N (list wise)</td>
<td>65</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

https://doi.org/10.56763/ijfes.v3i.167  ISSN Online: 2583-0899, Volume-3, Issue -1, 2023
Table 1 represents the descriptive statistics showcasing the mean values of the dependent and independent variables. The mean value of the participants is 7.90, 5.60, 6.60, 7.60 and 8.60 respectively.

**Table 2: Coefficient values**

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model</td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
</tr>
<tr>
<td>1 (Constant)</td>
<td>11.433</td>
<td>.985</td>
<td>-.698</td>
<td>11.610</td>
</tr>
<tr>
<td>IV1</td>
<td>-.403</td>
<td>.063</td>
<td>-.220</td>
<td>-6.442</td>
</tr>
<tr>
<td>IV2</td>
<td>-.183</td>
<td>.090</td>
<td>.059</td>
<td>-2.027</td>
</tr>
<tr>
<td>IV3</td>
<td>.061</td>
<td>.120</td>
<td>.074</td>
<td>.511</td>
</tr>
<tr>
<td>IV4</td>
<td>-.066</td>
<td>.092</td>
<td>-.714</td>
<td>.092</td>
</tr>
</tbody>
</table>

Table 2 shows the coefficient value having t value of 11.61 at 0.00 level of significance.

**Table 3: Model summary of regression**

<table>
<thead>
<tr>
<th>Model Summary</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
<th>Change Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.712a</td>
<td>.507</td>
<td>.474</td>
<td>1.13001</td>
<td>.507</td>
</tr>
</tbody>
</table>

Table 3 shows the regression value. The R square value is 0.50 at 0.00 significant levels.

**Table 4: ANOVA**

<table>
<thead>
<tr>
<th>ANOVA</th>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1</td>
<td>Regression</td>
<td>4</td>
<td>19.708</td>
<td>15.434</td>
<td>.000b</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Residual</td>
<td>60</td>
<td>1.277</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Total</td>
<td>64</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 4 represents the ANOVA value. The mean square value is 19.70 at 0.00 significant levels.

**Table 5: KMO and Bartlett’s Test**

<table>
<thead>
<tr>
<th>KMO and Bartlett’s Test</th>
<th>Kaiser- Mayer- Olkin Mesure of Sampling Adequacy</th>
<th>.542</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bartlett’s Test of Sphericity</td>
<td>Approx. Chi-Square</td>
<td>88.580</td>
</tr>
<tr>
<td></td>
<td>df</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>Sig.</td>
<td>.000</td>
</tr>
</tbody>
</table>

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https://doi.org/10.56763/ijfes.v3i.167    ISSN Online: 2583-0899, Volume-3, Issue -1, 2023 100
Table 5 represents the KMO and Bartlett test which is 0.52 with dfvklue 10 at 0.00 level.

Discussion

The importance of modern technology has been discussed in this research paper for the improvement of marketing services. Marketing analysis tools are retaining, encouraging, and engaging customers for the improvement of marketing strategies (Sobti et al. 2019). The key roles of marketing and sales are based on determining the cooperation among the various business units and CRM acts are helping to determine the single resources for the improvement of customer information.

Information technology is helping companies to determine opportunities and implement communications among various media. Along with this, it is developing market expansion, value addition, developing performance and sales, growth opportunities, and delivering 24*7 services to customers (Arul Rajan et al. 2020). Additionally, content management, collaboration, social networking, customer satisfaction, and communications are the major important of digital technology. With the help of modern technology, customers are getting effective services and products.

Conclusion

The findings of this research study highlight the growing importance of technology in the marketing sectors of India. The role of technology diffusion in online marketing services has significantly contributed to the expansion and development of the e-commerce industry. The study demonstrates that technology has played a crucial role in enhancing the efficiency and productivity of businesses, providing cost-effective and time-saving solutions for customers. Moreover, technological advancements have led to an increased value of enterprises and improved business operations, resulting in better customer communication and knowledge sharing. However, the research also acknowledges the drawbacks of technology diffusion, such as reduced face-to-face interaction, increased security risks, and potential distractions in the workplace. Overall, this study emphasizes the positive impact of technology on the marketing sector in India while recognizing the challenges associated with its implementation.

In conclusion, technology has emerged as a critical enabler for the growth and success of online marketing services in India. Businesses that embrace technological innovations and leverage digital platforms are likely to gain a competitive edge in the evolving market landscape. The findings of this study provide valuable insights for marketers and policymakers to understand the significance of technology in driving business growth, enhancing customer experiences, and shaping the future of the marketing industry in India.

References


