Success and Hindrance Factors of Digital Marketing Model – A Study towards the Buying Behaviour Practices of Medical Professionals

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ABSTRACT- The rejuvenation has emphasized the pattern of livelihood on a fast velocity and additionally this has shaped an adjustment on our day to day activities conversely Digital marketing at once created a happening in transforming the way of life for everybody in adopting the current situations. Haryana is one of the medically superior states of India and the Medical Practitioners contribute a lot towards its comprehension. The main objective of this study is to analyze the impact of success and hindrance factors of Digital Marketing Model towards the Buying Behaviour Practices of Medical Professionals. The study uses a survey analysis for 399 medical practitioners across Haryana. Age has been considered in this study as a Dependent Variable for which it divulge the participation across varied age groups and eventually considered their reliance for Success and Hindrance for Digital Marketing along with its impact on Buying Behaviour Practices of Medical Professionals .The results depict that there is a fine relationship between success and hindrance factors i.e. .665 for Digital Marketing towards the Buying Behaviour Practices of Medical Professionals. It is an excellent connection which indicates that these are important predictors for the implementation of the Digital Marketing Model. However Hindrance Factors are the sticking points which need to be measured carefully by the Marketers so that these go with the Success Factors by more flourishing deeds.

Key words- Digital Marketing, Success, Hindrance, Medical Professionals

INTRODUCTION

In the earlier 1950's American society influences on new concepts of marketing, before that production is the primary concern and troubles related to market place were considered as secondary .The impulsion for business changes as their concerns starts with the increased awareness for the place to sell the produces product. Many manufacturing felt pressure from changed surroundings and keep their more emphasis on to seek a different approach of collecting and interpreting the information about the place to sell their product. In 1900 to the present emphasis on the searching a suitable place for the product from where every consumer can easily approach to the product produced. At this time in this situation of pandemic this approach changes the perspective of manufacturer because now days they want to be in reach of consumer by the electronic mode that's known as digital concept of marketing. The concept of digital marketing firstly introduced in the 1900's. The digital platform for marketing developed with the development of web 1.0 platform. At that time they users only search anything they want but can't share that. In 1993 first banner advertisement marked as the beginning of the digital era of marketing. From then till 2020 all the manufacturing concerns came in to digital transition.

Digital marketing achieves a lot of targets of marketing a business with the help of diverse online channels. Marketers got new ways to connect with the consumers using internet facilities. Most of the people implement the different digital platforms for creating awareness related to different product and services available.

Digital marketing is defined as the focused, measurable, and one-to-one marketing of products and services using digital tools to reach out to potential customers, convert them into customers, and keep in touch with them in various ways. It is also known as an art and science of selling product and services online. In this bidirectional communication strategies are adopted with these customers can easily ask their queries and give their valuable reviews for making it more valuable and assessable. Customers can communicate through social media websites, blogging, e-mails etc. Age has a connection with buying behaviour practices and importantly on digital platforms for every phase of diverse age groups is an intrinsic part. Understanding the buying behaviour practices of medical practitioners is crucially important for marketers since they can easily adopt more new digital platforms for the promotion of their business as well as for the easiness of frontline warriors.

REVIEW OF LITERATURE

Introduction of internet leads to new methods for marketing which is known as electronic commerce. It includes exchange of information, services, goods and payments. E-commerce provides too many opportunities to companies to increase their sales.

Still, many marketers use the traditional communication model based on web. G. R. Kiani [1] suggested models and new concepts to marketers, so that, they can manage their websites and get the opportunities to meet their objectives. G. Broussard [2] explored the relationship between the effectiveness of advertising on internet and frequency of advertising. Author presented two case studies showing relation for campaigns using 'direct response versus branding' marketing approach. The direct response is based on the frequency of advertising which shows that sales increase with the increase of frequency of advertisement. The branding shows that sales of branded goods increase with customer awareness. It means with the increase in awareness of customers sale of unbranded and low quality products declined. The knowledge of these two concepts can be incorporated by the companies to increase the sales of their products. For measuring the customer satisfaction in e-commerce end user computing satisfaction (EUCS) and user information satisfaction (UIS) models are used. But both these models are not appropriate as they are targeting either conventional method of data processing or end user computing environment. Y. S. Wang et al.[3] developed a comprehensive model which measures the customer information satisfaction (CIS) for websites. Authors described the procedure to collect data, generating items and purifying a multiple item scale. Authors gathered information from 520 adult persons by using quota sampling. Authors examined the evidences of content validity, reliability, convergent validity, criteria related validity, nomological validity and discriminant validity by analyzing the gathered data. Finally, authors developed the norms for the proposed model and presented the applications of proposed model for researchers and practitioners. To measure the effectiveness of advertisement is a big challenge. Developments in psychology and neuroscience effectively calculate that how consumers feel and think. Measuring effectiveness of customer satisfaction plays an important role. B. F. Hall [4] presented a hypothesis and said that measurement of effectiveness of advertisement is a conceptual model. To know the effect of advertisement on customers, author presented a new theoretical framework model. The presented model generates alternative techniques for testing advertisement. The presented model is very useful for those managers who do not have clear understanding about the effectiveness of measurement of advertisements. C. Park et al.[5] examined the thinking of customers in internet innovativeness, internet usage, internet buying behaviors and perceived risks of internet buying between Korea and America. Authors identified the factors which influenced online buying behavior of customers. Authors analyzed the factors using regression model and suggested that there were significant differences in the perceived risks of internet shopping and internet usage but no significant differences in online buying behavior between consumers of America and Korea. The main objective of e-marketing is to attract the consumer in highly competitive internet market.   E. Constantinides [6] analyzed the factors influencing online consumer's behavior. Author also analyzed the consumer's web experience which influenced the outcomes of virtual interaction and buying process. On the basis of consumer's web experience and understanding, author developed a model in which web experience of consumer's is taken as input in the online customer's decision making process. Author outlined the similarities and differences between virtual and traditional consumers based on the analysis of factors having impact on online consumer's behavior. R. M. Devitt et al.[7] developed a model that combined the decision making process and the content variables. The model included content variables derived from the ethics literature. The model so developed helps to understand the complexity of the decision process used by individuals. The managers make use of this model to develop policies for their organizations which enhances the ethical behavior of individuals. S. S. Alam et al.[8] identified the factors which influenced the customer satisfaction through online shopping. Authors identified four factors such as website design, product variety, and reliability and delivery performance affecting the satisfaction level of customers towards online shopping. Authors also mentioned that there is no relation between satisfaction and saved time. Authors also recommended some methods for increasing the online retailing of organizations of Malaysia. The personal characters of a person such as motivation, income level, quality, occupation, personality, perception, reference groups, psychological and demographic reasons such as attitude, learning, culture, learning and social forces vary from person to person and affect the buying behavior of customers. These days a newly developed technique namely data mining is used by industries to explored the online shopping of customers. To know the activities of customer such as the time spent to explore a product and time taken to buy that product various algorithms are used. K. Maheswari et al. [9] analyzed the information of customers collected through data mining and classified them using SVM algorithm on the basis of their buying behavior. Authors used the sales and inventory data available online and evaluate the performance of the proposed method using various algorithms. L. Voinea et al. [10] compared the behaviour of present consumers with the consumer's behaviour before crisis on the basis of attitude and choices. Previously consumers demand products which are comfortable to them but now consumers choose products having authenticity and reliable existence in the modern market. Analyzing factors that influence consumers' online shopping behaviour is one of the most important challenges in the e-commerce and marketing fields. Too many factors are involved which affect the behavior of consumers for online shopping. M. Hossein et al. [11] reviewed the literature and examined the factors which were not discussed earlier but affect the customers towards online shopping. Further, risks, return policy, attitude of customers, subjective norms and domain specific innovativeness were examined by the proposed model of authors. Authors collected information from 200 respondents using online questionnaire and applied regression analysis to test the hypothesis proposed. Authors analyzed that financial and non-delivery risks negatively affected online shopping while attitude toward online shopping, subjective norms and domain specific innovativeness positively affect online shopping behavior. To fulfill the demand and satisfaction of online customers, social media plays a significant role. Moreover, social media has also enhance the opportunities for corporate to market their products and services in a personalized way. By using social media, perception of customers for purchasing a product changed significantly. M. Baghmar al. [12] examined the knowledge of social media marketing practices among practitioners. Authors used questionnaire to gather information from the users of social media and showed the level of knowledge of customers' towards social media marketing. S. Karimi et al.[13] presented inborn model of people that play a significant role in influencing human behavior. Authors did literature survey deeply and presented four archetypes of online customers and conducted experiments in retail banking and mobile networks. The authors used a business process modeling approach to capture four process-related dimensions, including the number of possibilities, cycles, criteria, and length. There is a significant difference found in all process related dimensions across inborn model of people. Results of the

research showed that the decision-making purchasing process for the four archetypes of online shoppers needs a lot of improvement for online shoppers. Digital marketing is an emerging field in marketing which is very cost effective and have a great influence on the business. Now a day's marketer used it to promote their products and provide best services to the customers to increase their satisfaction level. The main role of digital marketing is to provide the complete specifications of their product to customers so as to gain their interest level and hence increase the sale of that product. U. Agarwal et al.[14] analyzed the current marketing trends and mentioned that these days' companies use laptops, smartphones, digital billboard, tablets, social media and search engine optimization and many ore techniques to promote company's product and services. Customers buying decision is greatly affected with the development of digital marketing. Customer buying decision depend on several factors such as cultural values, word of mouth advertisement, income level, reviews of other customers and some psychological aspects. But now a day's customer buying decision is affected by digital media greatly. To know the buying behavior of customers N. Tariq et al. [15] deeply reviewed the literature and suggested marketers to become aware about the advantages of digital marketing. Authors also suggest marketers to adopt those techniques of digital marketing with the help of which satisfaction level of customers increases and generated a sense of trust in them.

This study was done against the aforementioned backdrop in order to develop the Digital Marketing Model, and the following five components were identified: Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors, and Hindrances Factors. These elements have a renowned outlook that revolves on the contact with Digital Marketing.

MATERIALS AND METHODS

THE STUDY'S OBJECTIVES

The following are the broad objectives of the current research.

1.   To recognize the success and hindrance factors for the development of Digital Marketing Model towards the Buying Behaviour Practices of Medical Professionals.

2. To analyze the impact of success and hindrance factors of Digital Marketing Model towards   the Buying Behaviour Practices of Medical Professionals

The current study is based on a survey analysis conducted in Haryana, one of India's prosperous states. Data was collected from 399 medical professionals using a self-structured questionnaire based on a 5-point Likert scale (see Table 1), with around 60% of males and 40% of females. Also, the data is shown graphically in Figure -1.

TABLE -1: Demographic Details

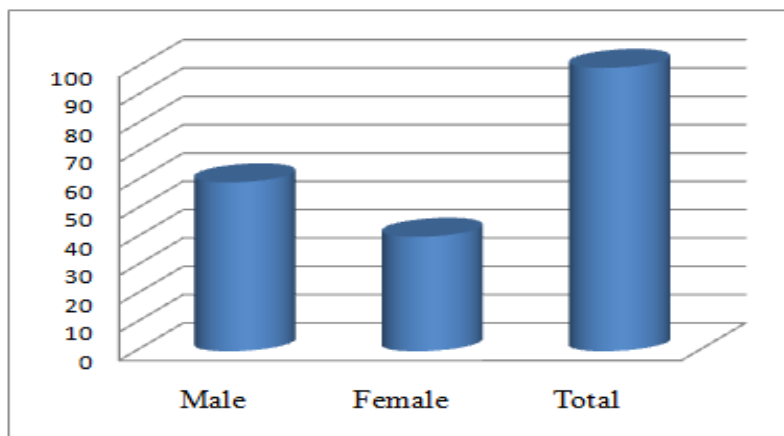| Gender	Male	Female	Total
Count	238	161	399
Percentage	59.6	40.4	100

FIGURE-1: DEMOGRAPHIC DETAILS

Marital Status too is considered (See Table-2) in the study since it depicts the situation of decision making and it's comparative towards the respondent's involvement meant for Digital Marketing and its impact on Buying Behaviour. It can be seen that majority of the Marital Status correspond to Married.

TABLE-2: MARITAL STATUS

Marital status	Married	Single	Can't Say	Total
Count	315	83	1	399
Percentage	78.9	20.8	0.3	100

A series of Age Groups (See Table -3) have been considered in the study as a Dependent Variable for which it divulge the participation across varied age groups and eventually considered their reliance for Success and Hindrance for Digital Marketing and its impact on Buying Behaviour Practices of Medical Professionals.

TABLE -3: AGE OF RESPONDENTS

Age	Below 30	31-45	46-50	Above 50	Total
Count	57	182	146	14	399
Percentage	14.3	45.6	36.6	3.5	100

The survey was examined for dependability, and the overall reliability score (Cronbach Alpha) of the five categories, Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors, and Hindrances Factors, was 0.91, indicating that the survey is trustworthy. The data was collected between November 2020 and May 2021.

RESULTS AND DISCUSSION

After conducting a descriptive analysis of all of the factors, including Buying Behaviour Practices, User Friendly Behaviour, Previous Buying Behaviour, Success Factors, and Hindrances Factors, Correlation is used to determine the relationship between success and hindrance factors for Digital Marketing in relation to Medical Professionals' Buying Behaviour Practices. Furthermore, a regression technique with Age as the dependent variable was used to determine Medical Professionals' familiarity with Digital Marketing and, more crucially, to identify the important predictors of the Digital Marketing Model, namely Success and Hindrance Factors.

TABLE -4: DESCRIPTIVE STATISTICS

Factors	Buying Behaviour Practices	User Friendly Buying Behaviour	Previous Buying Behaviour	Success Factors	Hindrance Factors
N	399	399	399	399	399
Mean	4.52	4.5	4.48	4.53	4.39
Standard Deviation	0.575	0.634	0.605	0.547	0.71

Overall results, as shown in Table-4, show that Success Factors received the highest ranking, followed by Buying Behaviour Practices. These imply that they are particularly significant and have a positive impact on Medical Professionals through Digital Marketing, as shown in   Figure-2.
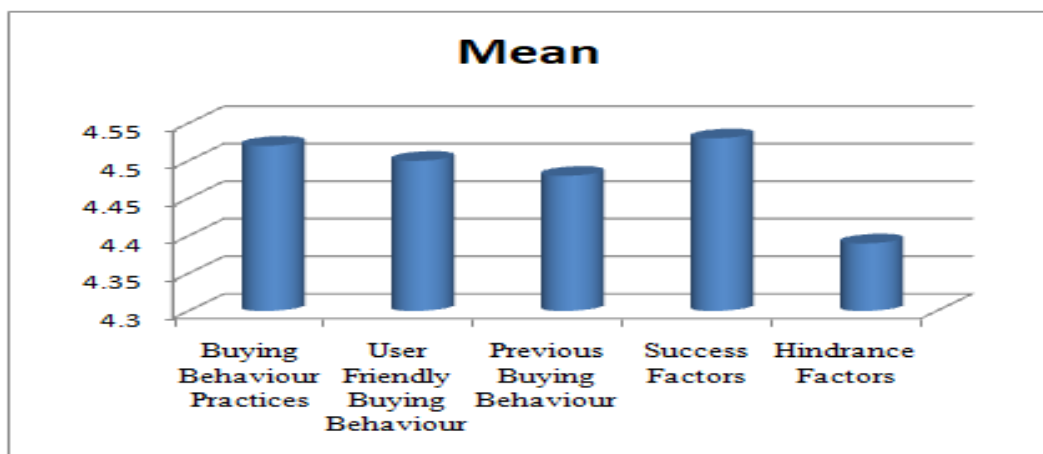
Figure-2: MEAN VALUES OF FACTORS

According to Table-5, success and hindrance factors are practically essential with their agreement, especially from 31 to 50 years of age with the highest conformity and a series of age groups as a whole have been considered in the study as a Dependent Variable for which it divulges the participation of Medical Professionals across various age groups through the knowledge of Digital Marketing.

Table-5: Factors Affecting Age Groups

	Age Groups			
Highest Agreement	Below 30	31-45	46-50	Above 50
Success Factors	14%	45%	37%	4%
Hindrance Factors	14%	43%	39%	4%

Further Table-6 reveals that there is a fine relationship between success and hindrance factors i.e. .665 for Digital Marketing towards the Buying Behaviour Practices of Medical Professionals. It's a strong link, indicating that these are key indicators for the digital marketing model's execution.

Table –6: Correlations

		Success Factors	Hindrance Factors
Success Factors	Pearson Correlation	1	.665
	Sig. (2-tailed)		.000
	N	399	399
Hindrance Factors	Pearson Correlation	.665	1
	Sig. (2-tailed)	.000	
	N	399	399

The significant predictors, Success Factors and Hindrances Factors, were discovered using a regression technique with Age group as the dependent variable.

TABLE-7: MODEL SUMMARY

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.235[a]	.055	.050	.732
a. Predictors: (Constant), Hindrance Factors, Success Factors				
b. Dependent Variable: Age Group				

Table 7 shows that the correlation coefficient is 0.23, the coefficient of determination is 0.55, and the corrected coefficient of determination is 0.50, indicating that these factors account for 50% of the variation.

TABLE-8: RESULTS OF REGRESSION COEFFICIENTS

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.972	.308		3.15	.002		
	Success Factors	.120	.090	.088	1.34	.180	.558	1.791
	Hindrance Factors	.177	.069	.167	2.55	.011	.558	1.791
a. Dependent Variable: Age Group								

In the Table 8, the analysis of the regression coefficient of determination is intended to determine how much the relationship between the independent variables: success factor and hindrance factor. Its results highlight that the value of B for Success Factors is .120 and for Hindrance Factors is .177 respectively and which indicates an endorsement and is suitable for Digital Marketing Model towards the Buying Behaviour Practices of Medical Professionals.

CONCLUSION

As per Figure-3, it indicates that Success and Hindrance Factors are practically essential with its concurrence especially with series of Age Assemblage and reveals the contribution by Medical Professionals through means of the associate of Digital Marketing.
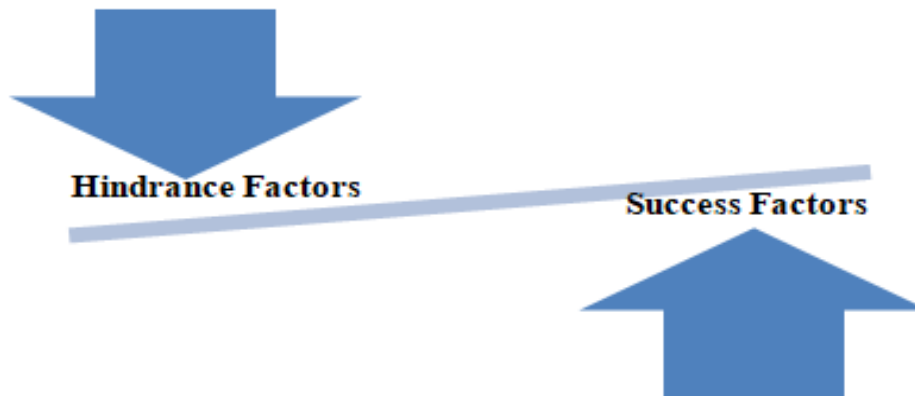

Fig. 3Age Assemblage of Medical Professionals

This is an exceptional relationship, indicating that they are crucial predictors for the Digital Marketing Model's implementation. This study also depicts an important role of Medical Professionals for influencing towards their Buying Behaviour Practices for which both Success as well Hindrance Factors indicates an endorsement and is suitable for Digital Marketing Model. However Hindrance Factors are the sticking points which need to be measured carefully by the Marketers so that these go with the Success Factors by more flourishing deeds.

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