

How to Cite:

Nidhi, N., & Hakhu, R. (2022). Impact of success and hindrance factors of digital marketing on IT professionals of software development industry. *International Journal of Health Sciences*, 6(S4), 912–921. <https://doi.org/10.53730/ijhs.v6nS4.5786>

Impact of success and hindrance factors of digital marketing on IT professionals of software development industry

Ms. Nidhi

Research scholar Department of Management, Maharishi Markandeshwar (Deemed to be University) Haryana India)
Email: nidhigupta.pite07@gmail.com

Dr. Rahul Hakhu

Professor, Department of Management, Maharishi Markandeshwar (Deemed to be University Haryana India)
Email: drrahulhakhu@gmail.com

Abstract--The revolution on our day to day actions has accentuated the pattern of living on a fast pace and equally digital marketing has shaped an apparent fact in makeover of life for each one in adopting the recent conditions. Software Development is one of crucial sector and the IT Professionals add a lot towards its rational capacity. The main objective of this study is to analyze the impact of success and hindrance factors for Digital Marketing Model on IT Professionals of Software Development Industry and the study uses a survey analysis for 406 IT Professionals. Both Success as well Hindrance Factors have overall higher fondness with a direction of age with of IT professionals towards Digital Marketing. However Success Factors at 89.41% is slightly higher to Hindrance Factors which is at 84.8 %. This study also reveals that there is a better connection between success and hindrance factors i.e. .42 for Digital Marketing towards the IT Professionals and indicates that these are important predictors of the Digital Marketing. However Hindrance Factors are the bonded points which need to be measured carefully by the Marketers so that these go with the Success Factors by more prosperous deeds.

Keywords---*digital marketing, hindrance factors, IT professionals, success factors.*

Introduction

With the pervasive use of digital marketing in India, focus of e- buyers has undergone a paradigm shift. In digital marketing system the shopper are allowed

to tender online orders for the goods and demonstration of items into a specific grouping of products to proposed shoppers. The buyers can choose from the specific group and place it into the e-cart. The order of selected item will continue to remain in the cart up to a specific period. The shopper can get the exact company's goods with their price label card, which includes the product criterion and shipping charge information. The customer will select and can compare the price and other riders with other channels. If he is ok with the product he will go for final checkout with a preferred payment mode, like cash on delivery or using debit/credit cards or paying using phone pay, Google pay or other UPI mode of payment. The e-channel will send message and an e-mail to registered phone number and e-mail id address given. When the product goes for shipping stage then the buyer will attain the message for tracking of their products and their proposed delivery date and get the order. Some web channels also asked about customized delivery date and time so that customers can get order as per his availability to take the parcel. While doing all this, the e-store will also be concerned of the security in terms of personal and financial like no misuse of buyer's information in terms of their account details or their personal information. Several channels also offer reimburse or return policy to persuade the buyers for repetitive purchase. If customer feels disappointed with any buying, he may choose to return or replace or may get funds back in their account. Digital marketing is proved to be efficient tool for enterprise development. Alternative names for e-commerce are e-shop, e-store, internet shop, Web shop, web store, online store, and virtual store.

E stores filter their plans quickly for targeting their digital customers, make investment in digital transactions, make strategies relating to digital products or packaging or pricing or delivery terms. Due to growth in digital transactions, the number of virtual enterprises has also expanded in manifold ways like banks, shops, representative offices, courier services etc, also expansion of the distribution of virtual goods (software, sites, and computer games) and electronic money has extended. As a result, rising areas of e-economy are e-commerce, e-cash, and e-marketing, e-banking. At present, digital marketing uses internet and devices that access (computers, tablets, and Smartphone's), local networks, mobile devices, digital television, interactive screens, pos terminals.

Literature Review

Sayed Arbaina & A.S.Suresh (2018) The study shows that the people while taking purchase decision; are influenced by several factors like the exchange policy, experiential zones, sweepstakes or contest in sport wear retail. Cho, James et.al (2014) The study reveals that women have more experience, while buying as compare to men in terms of negotiation, bargaining and put much attention and efforts towards analyzing the all option. Apart from this young people are highly influenced by movies, Western culture, fashion trend and modern lifestyle and the acceptance rate to give a try to new things is highly commendable. So it can be concluded that both gender in young age shows the impulsive buying behavior while buying.

Khan et al. (2015) in his paper based on customer satisfaction to ensure re-purchase intent in online shopping identified the seven types of risks – firstly

price risk, secondly convenience risk, product risk, return policy, financial risk, product information risk and last delivery risk. Shergill and Chen (2005) reveal that website design features is primary factor that influences the perceptions of consumers while online purchasing.

Puneet jain & Kritika jain (2016) As per this study each shoppers want secure and safe transaction while buying things online using a website. If he gets proper security he will buy more and more repeatedly and also analyze the cost associated while initiating the buying process. So he will opt for a reliable host whose revert time is minimum and support customers along with fast delivery and good quality services which will improve the business trustworthiness . It also indicates about the limitation of online buying like money security, information security or legal problem attached to it.

Rashmi Bansal (2007) In her article identified the meaning of youth .Youth can be introduced as the consumers of today and the growth engines of tomorrow. This study put attention on the aspirations, inspiration and perspiration of urban Indian youth rather than on their revert of choice of Indian or western style. \

Sharma et al (2014) reveals that the growth in online shopping in India is larger than the Indian economic growth. Customers attract towards the benefits of various mode of shopping offers major factor that have identified in online shopping are website speed, facility of tracking shopping history along with the security and privacy factor and customized offers with customer service.

Sonal Thakur & Dr. Rajinder Aurora (2015) the study shows that there is much awareness in market regarding online shopping due to various motivational parameters like Website user friendliness, Discounts and offers, Cash on delivery and free shipping. But some issue needs to be consider like no physical examination. So the supermarkets are the preferred shopping destination as offers all features of online shopping.

Materials and Methods

Objectives of the Study: The present study has been undertaken with the following broad objectives.

1. To find the success and hindrance factors of Digital Marketing on IT Professionals of Software Development Industry
2. To analyze the impact of success and hindrance factors of Digital Marketing.

The present study has been based on a survey analysis and the Data has been collected through a self-structured survey form from the 406 IT Professionals which comprise about 305 Married and 101 Unmarried respectively (See Table. 1) and the same is depicted in Figure 1

Marital Status	Frequency
Married	305
Unmarried	101

Table 1

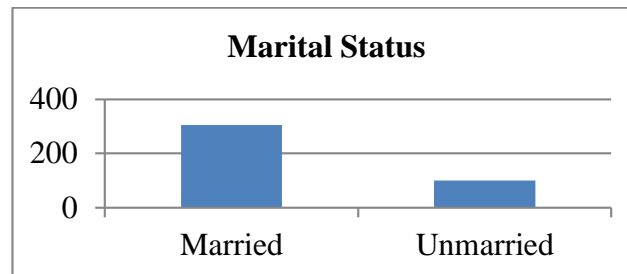


Figure 1

A series of Age Groups (See Table-2) have been measured in the study for which it disclose the participation across varied age groups and eventually considered their confidence for Success and Hindrance for Digital Marketing of IT Professionals. Highest contribution is seen for the age in between 26-35.

Age	Percent
Between 20 – 25	13.5
Between 26 – 35	78.3
Between 36 – 44	6.2
Above 45	2.0

Table 2

Monthly Salary too is measured (See Table-3) in the study since it depicts the circumstances of decision making and it's relative towards the respondent's savings by means of Digital Marketing. It can be seen that preponderance of the Monthly Salary corresponds to less than Rs. 50000.

Monthly Salary	Frequency
Less than Rs.50000	273
Between Rs.50000 – Rs.1 Lac	117
Between Rs.1 Lac - Rs.1.5 Lacs	6
Above Rs.1.5 Lacs	10

Table 3

The survey was tested for reliability and overall reliability scores (Cronbach Alpha) for Success Factors and Hindrances Factors have been 0.93 which is consistent.

Results and Discussion

After taking a descriptive analysis of Success Factors and Hindrances Factors respectively, direction of age is also considered for analysis to reveal the impact of

Digital Marketing. Correlation is also conceded to find the association between success and hindrance factors for Digital Marketing with respect to IT Professionals, furthermore ANOVA test is conducted by way of Martial Status for finding the significance of Digital Marketing for Success and Hindrance Factors.

Descriptive Statistics – Success Factors			
Variables	N	Mean	Std. Deviation
Security	406	4.58	0.85
Ease of Use	406	4.63	0.72
Speed/saving of time	406	4.19	0.63
Reliability	406	4.38	0.70
Deals offered by the Company	406	4.37	0.77
Gathering Information	406	4.40	0.79
Wide range of Choice	406	4.38	0.56
Easy Payment Mechanism	406	4.15	0.70
Quick Delivery of Products and Services	406	4.12	0.76
Access to Global Markets	406	4.19	0.71

Table 4

Success Factors encompass of 10 variables namely, Security, Ease of Use, Speed/saving of time, Reliability, Deals offered by the Company, Gathering Information, Wide range of Choice, Easy Payment Mechanism, Quick Delivery of Products and Services and Access to Global Markets respectively. As per Table-4, Overall results highlight that highest rating has been given to Ease of Use, Security and Gathering Information. These indicate that these are measured mainly important and have a cheering impact as Success Factors on the IT Professionals through the Digital Marketing. The other variables are also encouraging towards Digital Marketing

Descriptive Statistics – Hindrance Factors			
Variables	N	Mean	Std. Deviation
Lack of Budget	406	4.56	0.88
Lack of Time/ Resources	406	4.56	0.82
Lack of Knowledge	406	4.08	0.76
Lack of Accurate Measurement	406	4.21	0.79
Competition	406	4.4	0.82
Skill Set	406	4.26	0.81
Feed Back	406	4.05	0.75
Privacy	406	4.05	0.79
Complaints	406	4.05	0.79
Training	406	4.04	0.78

Table 5

Hindrance Factors consist of 10 variables namely, Lack of Budget, Lack of Time/ Resources, Lack of Knowledge, Lack of Accurate Measurement, Competition, Skill Set, Feed Back, Privacy, Complaints and Training respectively. As per Table-5,

Overall results highlight that highest rating has been given to Lack of Budget, Lack of Time/ Resources and Skill Set. These indicate that these are measured mainly important and have a cheering impact as Hindrance Factors on the IT Professionals through the Digital Marketing. The other variables are as well encouraging towards Digital Marketing.

Correlations		Success Factors	Hindrance Factors
Success Factors	Pearson Correlation	1	0.42
	Sig. (2-tailed)		0
	N	406	406
Hindrance Factors	Pearson Correlation	0.42	1
	Sig. (2-tailed)	0	
	N	406	406

Table 6

Further Table-6 reveals that there is a superior association between success and hindrance factors i.e. .42 for Digital Marketing towards the IT Professionals. It is a fabulous connection which indicates that these are imperative predictors of the Digital Marketing.

ANOVA – Success Factors with orientation of Martial Status						
		Sum of Squares	df	Mean Square	F	Sig.
Security	Between Groups	17.484	3	5.828	8.453	.000
	Within Groups	277.169	402	.689		
	Total	294.653	405			
Ease of Use	Between Groups	10.036	3	3.345	6.782	.000
	Within Groups	198.282	402	.493		
	Total	208.318	405			
Speed/saving of time	Between Groups	3.438	3	1.146	2.912	.034
	Within Groups	158.190	402	.394		
	Total	161.628	405			
Reliability	Between Groups	.433	3	.144	.291	.832
	Within Groups	199.626	402	.497		
	Total	200.059	405			
Deals offered by the Company	Between Groups	7.375	3	2.458	4.228	.006
	Within Groups	233.719	402	.581		
	Total	241.094	405			
Gathering Information	Between Groups	15.412	3	5.137	8.665	.000
	Within Groups	238.341	402	.593		
	Total	253.754	405			
Wide range of Choice	Between Groups	9.836	3	3.279	11.411	.000
	Within Groups	115.507	402	.287		
	Total	125.342	405			
Easy Payment Mechanism	Between Groups	12.018	3	4.006	8.574	.000
	Within Groups	187.817	402	.467		

	Total	199.835	405			
Quick Delivery of Products and Services	Between Groups	14.698	3	4.899	9.019	.000
	Within Groups	218.388	402	.543		
	Total	233.086	405			
Access to Global Markets	Between Groups	13.196	3	4.399	9.248	.000
	Within Groups	191.200	402	.476		
	Total	204.397	405			

Table 7

As per Table 7 the significance level of nine variables .i.e. Security, Ease of Use, Speed/saving of time, Deals offered by the Company, Gathering Information, Wide range of Choice, Easy Payment Mechanism, Quick Delivery of Products and Services and Access to Global Markets are less than 5% for ANOVA test towards Success Factors with a direction of Martial Status of IT Professionals. This is an enough indication that these have an imperative impact on Digital Marketing.

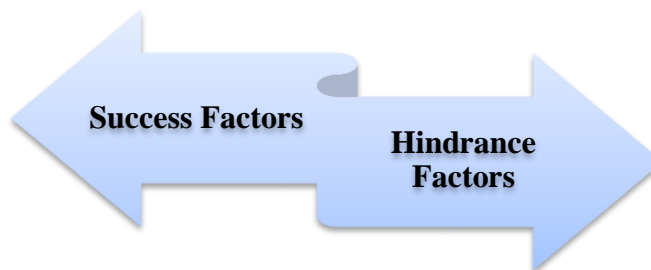
ANOVA – Hindrance Factors with orientation of Martial Status						
		Sum of Squares	df	Mean Square	F	Sig.
Lack of Budget	Between Groups	29.312	3	9.771	13.805	.000
	Within Groups	284.523	402	.708		
	Total	313.835	405			
Lack of Time/ Resources	Between Groups	31.441	3	10.480	17.526	.000
	Within Groups	240.394	402	.598		
	Total	271.835	405			
Lack of Knowledge	Between Groups	13.526	3	4.509	8.178	.000
	Within Groups	221.626	402	.551		
	Total	235.153	405			
Lack of Accurate Measurement	Between Groups	15.215	3	5.072	8.661	.000
	Within Groups	235.405	402	.586		
	Total	250.621	405			
Competition	Between Groups	20.431	3	6.810	10.731	.000
	Within Groups	255.128	402	.635		
	Total	275.559	405			
Skill Set	Between Groups	8.151	3	2.717	4.247	.006
	Within Groups	257.208	402	.640		
	Total	265.360	405			
Feed Back	Between Groups	2.683	3	.894	1.595	.190
	Within Groups	225.428	402	.561		
	Total	228.111	405			
Privacy	Between Groups	3.023	3	1.008	1.633	.181
	Within Groups	247.992	402	.617		
	Total	251.015	405			
Complaints	Between Groups	11.455	3	3.818	6.326	.000
	Within Groups	242.656	402	.604		
	Total	254.111	405			
Training	Between Groups	8.587	3	2.862	4.797	.003

	Within Groups	239.858	402	.597		
	Total	248.446	405			

Table 8

As per Table 8, the significance level of eight variables .i.e. Lack of Budget, Lack of Time/ Resources, Lack of Knowledge, Lack of Accurate Measurement, Competition, Skill Set, Complaints and Training are less than 5% for ANOVA test towards Success Factors with a direction of Martial Status of IT Professionals. This is an enough indication that these have an imperative impact on Digital Marketing.

Conclusion



Success and Hindrances Factors of Digital Marketing Model

Figure-2

As per Figure-2, it specifies that Success and Hindrance Factors are essentially critical with its assent and reveals the participation by IT Professionals by means of the bond of Digital Marketing. It is an outstanding association which indicates that these are indispensable predictors for Digital Marketing. This study also depicts an imperative role of IT Professionals for weighing towards their follow-up by Digital Marketing for which mutually Success as well Hindrance Factors indicates a considerable support. However Hindrance Factors are the bonded points which need to be measured carefully by the Marketers so that these go with the Success Factors by more prosperous deeds.

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