

A COMPARATIVE STUDY OF THE IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR OF SELECTED MOLDED PLASTIC FURNITURE INDUSTRIES OF INDIA

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ABSTRACT

The modern world has found so many innovations that have changed our lives. Invention of plastic furniture's are one of the modern-day innovations. It was visualised that it will reduce the impact on the environmental issues and bring a revolution in the furniture industry. Things have worked like same. With the advance in the technology manufacturing and plastic moulding, furniture industry has revolutionised. The success and durability of plastic furniture has made commercial buyers very much satisfied. Schools, offices, marriage halls and other premises are very much used to such chairs and tables. Marriage halls, restaurants were very much likely to use them as these are very helpful in easy moving from one place to another place. Companies like cells, supreme, Neelkamal have made impact on these. Present study is an effort to understand the impact of digital marketing efforts in marketing of furniture business.

Keywords: Digital Marketing, SEO, Marketing

I. INTRODUCTION

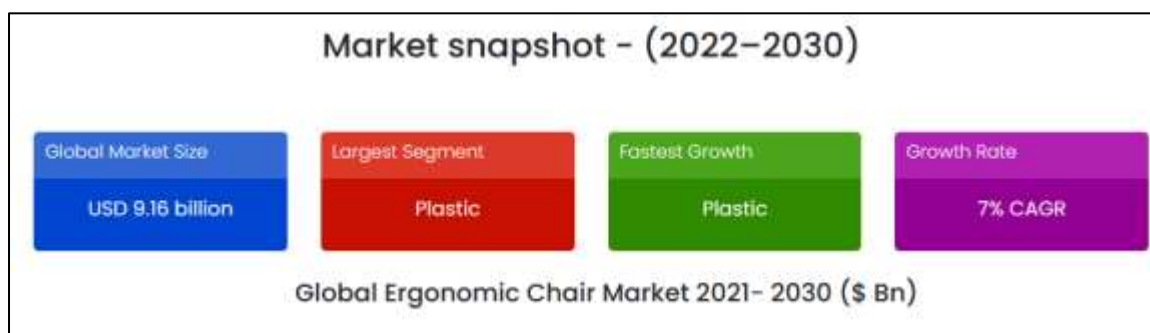
Human civilization has grown step by step by discovering, innovating, and experimenting. To make daily life easy first furniture was discovered and then gradually the material with it became the subject of discussion among the people. Earlier it was made from wood and metal. Indian history has witnessed so many such quality artifacts and furniture. The chair for the king or ruler was known as a throne, where the king or monarchs used to sit. These chairs were decorated with gold, silver, ivory, and gems. The Mughal era witnessed a very famous throne name as 'peacock throne' also known as Mayūrāsana (Hindi), also commonly said as Takht-i Tāvūs (Urdu, Persian). It was kept in Diwan-i-Khas (Ministers' Room) in the Red Fort of Delhi at the time of Mughal king Shahjahan.

Such a rich past of making world-class renowned furniture are in the hand of modern carpenters in present India. Once belonging to rich people and as an item of luxury now it is a need of a common man. Over a period, wooden furniture met the demand. The invention of plastic and its easy molding nature has helped to make several shapes with it. A common acceptance is that furniture made with plastic was introduced to people in 1946 by D C Simpson in Canada. Another group of people believe that Joe Colombo 1965 introduced the first plastic chair.

Modern-day India is one of the biggest manufacturers as well as consumers of plastic furniture. Companies like Supreme Industries, Nilkamal Limited, Cello, and many others are contributing to this industry. Individual customers are not the only buyers Industries, offices and schools rely on plastic furniture and the demand is growing day by day. The debate related to the use and utility of plastic furniture has increased over the past few years as the pandemic and lockdown have created a need for an office-like set up in the home. Now students also need study tables and chairs compulsorily. Under these circumstances, the need for plastic furniture kept increasing day by day and companies and brands in this business are facing huge competition not only from the other substitutes but also from the inside of the industry. Today, many businesses are becoming more connected and shifting towards more sustainable marketing and advertising methods. The role of digital marketing goes beyond traditional advertising and brand awareness. Companies, businesses, and people have all acknowledged its importance in the modern world. These abilities help them stay ahead of the competition, connect with the market more effectively, and enhance their online reputation and presence. the management of an organization's online reputation across all pertinent digital platforms. Today's businesses thrive on their online presence, reviews, and client endorsements. Due to its widespread use, even the most reputable companies take online reviews seriously. By answering customer questions on various online platforms, many companies and brands spend a lot of money maintaining positive reviews and turning negative reviews into positive ones. In addition to marketing and spreading awareness of your brand, maintaining your online brand reputation is a crucial component of digital marketing expertise. No matter what sector, what kind of product, or what kind of service your company offers, online reputation management is a crucial task that every digital marketer must complete.

Let us now discuss the individual business owners. Whether you own a small or medium-sized business, you can tailor your digital needs and use Digital Marketing to meet your specific needs. Assume you run a business that provides short-term consulting or other non-mainstream and non-B2C industrial services. Consider that you are entirely focused on B2B. You could be more focused on building your network and contact base through LinkedIn, then you should focus on your Online Reputation by actively participating in discussions on Quora, targeting your client companies through a portfolio of Google Ads, marketing through promotional Emailers, and so on. Consumer businesses thrive these days thanks to social media platforms like Facebook and Instagram, but few B2B businesses have those options. Still, Digital Marketing provides numerous options for you.

Retail outlets, other types of brick-and-mortar stores, and company-owned exclusive stores all have a significant impact on the overall volume of goods sold in the market. However, online sales are increasing as a result of social media's expanding influence and the widespread digital sharing of opinions and experiences it fosters. To enhance the consumer's online shopping experience, manufacturers are focusing on enhancing their online presence and offering beneficial after-sales services. The market's players engage in fierce competition with one another because some produce innovative, alluring ergonomic chairs and have a sizable customer base. The major market players are making significant efforts to introduce various types of ergonomic chairs to meet the consumers' growing demand.



Source: *Global Ergonomic Chair Market Size and Forecast to 2030* (skyquestt.com)

The estimated size of the global market for ergonomic chairs was around USD 9.16 billion in 2021 and is projected to grow to USD 16.88 billion by 2030, at a CAGR of 7% over the forecast period (2022-30). An increase in office remodeling activities would support market growth as companies regularly renovate workspaces in commercial and residential spaces to include cutting-edge design elements like ergonomic and multifunctional seating systems.

2. LITERATURE REVIEW

The literature review is an important part of every research Mehrotra, M. S. et al (2018). According to Heri Enlangga & et al. (2021), social media marketing significantly influenced the purchasing decisions of SMEs. The relationship between social media marketing variables and factors influencing SMEs's purchasing decisions is generally favourable. After analysing the influence of E-Commerce variables and variables, researchers anticipate very low purchase decisions. In order to use them as a guide in the future, they also consider additional qualities or variables that have a stronger or weaker relationship with their purchasing decisions. To increase sales volume, it is expected that more businesses will comprehend what their customers want and exercise greater creativity in improving product design.

Rajagopal, D., discusses the advantages and disadvantages of online marketing in 2022. It also concentrated on the elements influencing online business. Two examples of successful online marketing implementation are used by the researcher in her research. In the modern era, technology

has applications that affect every aspect of human life. The concept is typically explained by business transactions made using electronic media on the internet or other platforms. There are many different strategies, including customer targeting, product, pricing, promotion, and distribution strategy, to make an online business successful.

Hasan, M. H. (2023) gave a general overview of Bengal Plastic Limited and the sector it serves. The third chapter focuses on the author's internship experience and the knowledge and skills he or she gained there. The use of social media by Bengal Plastic Limited to promote its business is covered in the fourth chapter. The tools and platforms used, target audiences, and tactics for content optimisation and customer engagement are all covered in this chapter. The fifth chapter presents the findings and suggestions resulting from the study of the work. Social media is a powerful tool for business promotion, and Bengal Plastic Limited has made significant strides in its social media strategies, according to the report's findings.

Srivastava, S. K. (2023) investigated both internal and external factors that were significant in the sharp decline of Sintex shares. The demerger decision, the expansion plan, poor financial management, and inadequate and delayed IT (Information Technology) integration into the business were the main internal factors.

After studying several research papers researchers have found that there are many studies on digital marketing. Researcher has found that the marketing of plastic furniture is a unique topic that can be studied further. Researcher has found following research gap:

1. A study can be conducted about digital marketing strategies of selected brands of molded plastic furniture.
2. A study can be conducted about digital marketing on individual consumers' buying of molded plastic furniture.
3. A study can be conducted about digital marketing on industrial consumer buying of molded plastic furniture.
4. A study can be conducted about different brands of furniture in India.

3. RESEARCH METHODOLOGY

Objectives

Based upon the established research problem and research gap, the researcher has defined following research objectives:

1. To study the digital marketing strategies of selected brands of molded plastic furniture.
2. To find out the effectiveness of vital components of digital marketing on individual consumers' buying of molded plastic furniture.

Hypothesis

1. H01: There is no significant relationship between the Consumer Buying behavior of the individual customer and the Digital Marketing Content of the selected brands of the molded plastic furniture companies
2. H02: There is no significant relationship between the Consumer Buying behavior of the individual customer and the SEO (Search Engine Optimization) of the selected brands of the molded plastic furniture companies
3. H03: There is no significant relationship between the Consumer Buying behavior of the individual customer and the advertisement quantity of the selected brands of the molded plastic furniture companies
4. H04: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing differentiation content of the selected brands of the molded plastic furniture companies
5. H05: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content visibility of the selected brands of the molded plastic furniture companies
6. H06: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content credibility of the selected brands of the molded plastic furniture companies

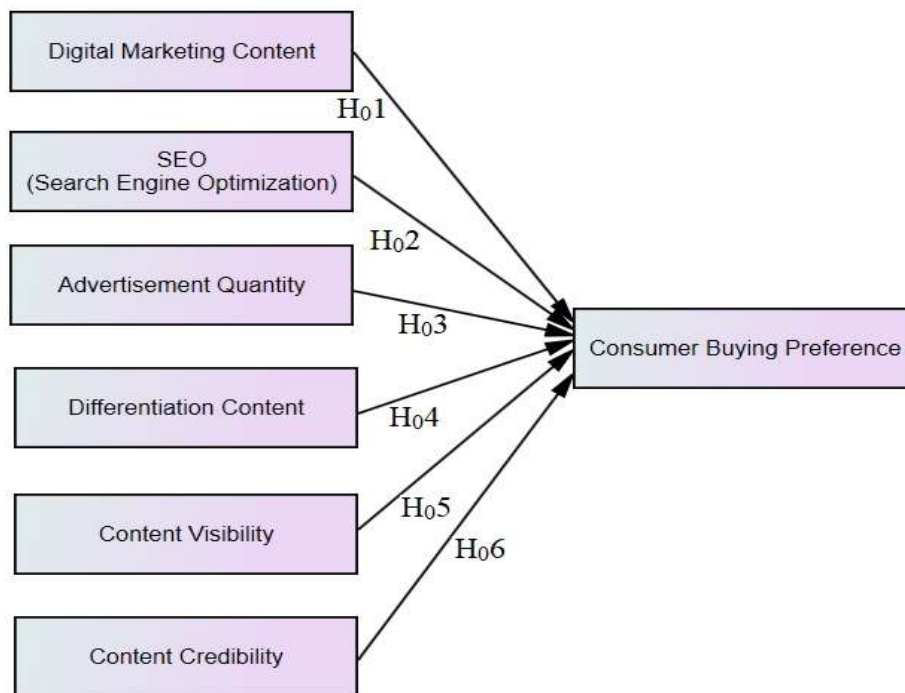


Fig: 3.1: Hypothesized Model

Source: Researcher Assumption



4. Findings and Suggestions

The model summary table in regression analysis suggested that there is strong relation among the variables. It suggested that different digital marketing aspects are related with consumer buying behaviour for plastic furniture's. R value 0.731 suggested the model's acceptance but the individual relations among variables have to be tested.

1. H01: There is no significant relationship between the Consumer Buying behavior of the individual customer and the Digital Marketing Content of the selected brands of the molded plastic furniture companies.

Correlations			
		Digital Marketing Content	Consumer Buying Behavior
Digital Marketing Content	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The researcher has conducted corelation test among the selected variables. Corelation value from .000 to .400 is considered as low corelation. A value from 0.400 to 0.600 shows the moderate corelation among the variables. A value above 0.600 has be considered as high corelation among the variables. Present value of r is 0.612 shows high corelation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the Digital Marketing Content of the selected brands of the molded plastic furniture companies.

2. H02: There is no significant relationship between the Consumer Buying behavior of the individual customer and the SEO (Search Engine Optimization) of the selected brands of the molded plastic furniture companies.

Correlations			
		SEO (Search Engine Optimization)	Consumer Buying Behavior
SEO (Search Engine Optimization)	Pearson Correlation	1	.583**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.583**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).



The researcher has conducted correlation test among the selected variables. Correlation value from .000 to .400 is considered as low correlation. A value from 0.400 to 0.600 shows the moderate correlation among the variables. A value above 0.600 has be considered as high correlation among the variables. Present value of r is 0.583 shows high correlation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the SEO (Search Engine Optimization) of the selected brands of the molded plastic furniture companies.

3. H03: There is no significant relationship between the Consumer Buying behavior of the individual customer and the advertisement quantity of the selected brands of the molded plastic furniture companies.

Correlations			
		Digital Marketing Content	Consumer Buying Behavior
Advertisement Quantity	Pearson Correlation	1	.612**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.612**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The researcher has conducted correlation test among the selected variables. Correlation value from .000 to .400 is considered as low correlation. A value from 0.400 to 0.600 shows the moderate correlation among the variables. A value above 0.600 has be considered as high correlation among the variables. Present value of r is 0.612 shows high correlation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the advertisement quantity of the selected brands of the molded plastic furniture companies.

4. H04: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing differentiation content of the selected brands of the molded plastic furniture companies.

Correlations			
		Differentiation Content	Consumer Buying Behavior
Differentiation Content	Pearson Correlation	1	.561**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.561**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).



The researcher has conducted correlation test among the selected variables. Correlation value from .000 to .400 is considered as low correlation. A value from 0.400 to 0.600 shows the moderate correlation among the variables. A value above 0.600 has be considered as high correlation among the variables. Present value of r is 0.561 shows high correlation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing differentiation content of the selected brands of the molded plastic furniture companies.

5. H05: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content visibility of the selected brands of the molded plastic furniture companies

Correlations			
		Content Visibility	Consumer Buying Behavior
Content Visibility	Pearson Correlation	1	.586**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.586	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The researcher has conducted correlation test among the selected variables. Correlation value from .000 to .400 is considered as low correlation. A value from 0.400 to 0.600 shows the moderate correlation among the variables. A value above 0.600 has be considered as high correlation among the variables. Present value of r is 0.586 shows high correlation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content visibility of the selected brands of the molded plastic furniture companies.

6. H06: There is no significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content credibility of the selected brands of the molded plastic furniture companies.

Correlations			
		Content Credibility	Consumer Buying Behavior
Content Credibility	Pearson Correlation	1	.566**
	Sig. (2-tailed)		.000
	N	500	500
Consumer Buying Behavior	Pearson Correlation	.566**	1
	Sig. (2-tailed)	.000	
	N	500	500

** . Correlation is significant at the 0.01 level (2-tailed).

The researcher has conducted correlation test among the selected variables. Correlation value from .000 to .400 is considered as low correlation. A value from 0.400 to 0.600 shows the moderate correlation among the variables. A value above 0.600 has been considered as high correlation among the variables. Present value of r is 0.566 shows high correlation among the selected variables. So, it can be said that, there is a significant relationship between the Consumer Buying behavior of the individual customer and the digital marketing content credibility of the selected brands of the molded plastic furniture companies.

5. CONCLUSION

Social media is now the most popular platform where people search for you to learn about what your company stands for. It serves as a tool for conversation and interaction. Because of its enormous reach, it also has an impact on your SEO strategy, so you need to step up your social media marketing. Since nearly 90% of people now access the internet via a mobile device, you should optimise all of your marketing channels for mobile, including SEO, social media, and paid advertisements. The majority of businesses rely on their local clientele to generate revenue, but they rarely succeed when implementing national or international digital marketing strategies. As a result, you should concentrate on local SEO and local areas.

For digital marketing results, many businesses concentrate on just one channel. This practise lowers their levels of engagement and conversions because studies show that consumers research a brand or company across at least six different mediums before deciding to trust them and use their products. You can increase engagement and conversion rates through your digital marketing channels by using multi-channel campaigns. To broaden your reach, you should also diversify within the channels. Target various social media sites, such as Facebook, Instagram, and Twitter, when developing a campaign for your social media, as an illustration. instead of concentrating solely on the one with the largest audience. The research has tried to answer the problem it considered at the beginning. But during the journey and at the end of the research, researcher has found the following scope for future research:

- 1) Similar research can be conducted in tier-02 and tier -03 cities too.
- 2) Present research has evaluated digital marketing related variables in the research. All the variables are representative of marketing mix strategies. More specific research can be conducted.
- 3) Marketing have already broken the boundaries of 4 P's and 7 C's. Other marketing attributes like gorilla marketing, umbrella marketing etc. can be tested for their impact upon consumer buying.

The researcher has tried to examine the modern digital marketing practices and its impact of marketing of furniture. A strong digital marketing strategy seeks to maximize the impact of owned, paid and earned media. These marketing strategies encompass multiple channels and approaches -

spanning website content and blogs as well as online advertising, testimonials and reviews. A digital marketing strategy should change based on the type of business and industry in question. Present study found that digital marketing is affecting the individual and institutional buyers simultaneously.

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