

IMPACT OF DIGITIZATION ON CONSUMER BEHAVIOUR TOWARDS SHOPPING MALLS WITH SPECIAL REFERENCE TO GUJARAT STATE.

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ABSTRACT:

Digitization is growing day by day in each and every Growing as well as Developed countries in the World. Therefore, the main reason for this study is to answer that what is the role of Digitization on Consumer Behaviour towards Shopping Malls with Special Reference to Gujarat State. For answering the Question, data was collected from 600 respondents from the Mega cities of Gujarat namely Ahmedabad, Surat, Baroda, Rajkot, Bhavnagar, Jamnagar, Junagadh and Gandhinagar. Expansion of Technology across the India and Gujarat State is Rapidity Increasing which we consider as the positive response for the Digitization. Most of the studies discussed the impact of Digitization on Consumer Behaviour only but in this Paper Researcher is going to study the Impact of Digitization on Consumer Behaviour towards Shopping Malls in Gujarat State. Independent sample t-test, one-way ANOVA, two-way ANOVA and simple regression techniques was used for the calculations with the help of SPSS software. The Hypothesis test proved that Digitization directly and indelicately affects Consumer Behaviour towards Shopping Malls. Factors like Age, Gender and Qualification etc directly affect the Relationship between Digitization and Consumer Behaviour towards Shopping Malls. Other demographic factors that mainly affect the Consumer Behaviour are Income and Educational level of the Respondents. Every factor dictates its own terms in its own brackets how a consumer reacts to make a buying decision when these factors are at play. The study recommends that while designing Digitized advertisements and packages companies should focus on the Age, Gender, Qualification etc variables of the Consumer. In short, we need to keep in mind that there are countless other internal and external factors at play which directly and indirectly affect the buying behaviour of the consumer towards shopping malls. Some are clearly seen and some are hard to observe. The study findings will make available valuable information to Practitioners and Scholars and also Limitations and Future recommendations for Research Work.

1. INTRODUCTION:

Many authors had discussed in their study the importance of Digitization on Consumer Behaviour. They draw attention that business enterprises need to understand and take into consideration that how speedily this changes taking place all over the world and Marketing Communication becomes the new tool of business media strategy. India ranked 4th in Digital Evolution Scorecard 2020 by DPI (Digital Payment Index). This clearly shows that India is getting close to Digitization and Technologies are developing across the Nation. On the other

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hand most of the studies discussed only focused on the impact of Digitization on Consumer Behaviour but here Researcher is going to study the Impact of Digitization on Consumer Behaviour towards Shopping Malls with special reference to Gujarat state. The revolution of Digitization in India is still growing so lesser studies have been conducted on Digitization, Consumer Behaviour and their experience towards Shopping Malls. In this study researcher is trying to study how Consumer Demographic Factors like Age, Gender, Income and Qualification etc effect the Digitization on Consumer Behaviour towards Shopping Malls in Gujarat State.

Digitization is the process that converts and changes the recorded data into a digital format. This results in preserving and securing the data and information which can be a document or a sound, image or an object may be forever as digitized information can be stored safely and securely indefinitely. It is usually done by converting an analog signal into digital signals which records the information in binary coding or binary numbers in ones and zeroes. This process of converting analog signals to numerical values or numbers is known as "Digital Convergence" or "Digitization". This process helps to keep the information intact and there is no loss or degradation of data which preserves the information. A sequence of digital integers can be modified into an analog output that approximates the unique analog signal. Such a transformation is referred to as a digital analog (DA) conversion.

The sampling rate and the number of bits used to signify the integers mix to decide how close such an approximation to the analog signal a digitization will be. Analog signals are continuous electrical signals; digital signals are non-continuous. Analog signals can be transformed to digital signal via ADC. Nearly all recorded music has been digitized. About 12% of the 5,00,000+ films listed on the internet movie database are digitized on DVD. The handling of an analog signal becomes easy when it is digitized due to the fact the signal digitized before modulation and transformation. Digitization of private multimedia, such as home movies, slides and images is a popular approach of preserving and sharing older repositories. Slides and photos may additionally be scanned using an image scanner, however movies are more difficult.

❖ Type of Consumer Behaviour:

- Complex buying behaviour
- Habitual buying behaviour
- Dissonance-reducing buying behaviour
- Variety seeking buying behaviour

❖ Consumer Buying Process:

- Problem Recognition
- Information Search
- Evaluation of Alternatives
- Purchase Decision
- Post Purchase Behaviour

2. REVIEW OF LITARETURE:

Abhijeet Pratap (2017) and **Aditya Juyal (2013)** discuss in their articles that how the consumer behaviour is affected by the demographical factors like age, Gender, etc. they further elaborate this concept by saying that it may vary from person to person and can be based upon the gender such as male and female and it is important to notice that variation is there regardless of gender. Other demographic factors that mainly affect the consumer behaviour are income groups, qualification and educational level of the respondents. This study is different in a way that it analyzes the impact of Digitization consumer behaviour towards shopping malls in Gujarat state.

There is a distinctive distinction that can be seen very easily that how the consumer's behaviour is different in every aspect of the gender, age, income and educational level. Each factor dictates its own terms in its own brackets how a consumer reacts to make a buying decision when these factors are at play. We can observe that a person having lesser income prefers utility over quality or quantity and his/her main aim is to fulfill the needs while the person who has higher income levels does not prefer utility and satisfies his/her wants rather needs. Sayings this we should also keep in mind that there are countless other internal and external factors at play that directly or indirectly influence the buying behaviour of the consumer as some can be seen clearly while others are hard to observe such as the thinking process of a consumer. In this regard let's not forget that one of the main factors influencing the buying decisions is age because with age the needs and wants change. A child's needs are different from a young person while the needs of an older person are different from the adult.

❖ Impact of Digitization on Consumer Behaviour in Relation to Social Media:

Social media, Visuals & Advertisements and E-Commerce directly impacts the Consumer Behaviour and their Experience towards Shopping Malls. Digitization becomes possible only because of Digital platforms like E-commerce, E-marketing, Digital mode of Payment (Online Transactions). Social Media platforms are not that much popular because organizations give more importance to the old forms of advertisements and marketing campaigns. Following are the social networking websites that are used as influencing mechanism to motivate and influence the Buying Behaviour of any Potential Consumer. The most popular platforms that are used in India are as follows:

- Facebook, Twitter, Instagram, YouTube and WhatsApp

These social media platforms play a vital role and its importance is taken into consideration in business perspective. It has the potential to influence buying behaviour that no other medium can have. Now a days video sharing, picture posting and tweeting is the way of life and it has the business potential of trillions of dollars.

3. OBJECTIVES:

1. To study the impact of Digitization on the socio economic status of consumers towards shopping malls with reference to Gujarat state.
2. To find out the level of awareness and perception of consumers towards Digitization and shopping malls.

3. To evaluate the level of Digitized shopping experience of consumers towards shopping malls.
4. To study the major factors influencing and affecting Digitization and consumer buying behaviour.
5. To know how the social media platforms influence the buying behaviour of the consumers towards Shopping Malls.

4. METHODOLOGY:

Quantitative Research approach was used in this research. The present study is dependent on primary and secondary sources of information.

5. STUDY AREA:

This study is mainly confined to Ahmedabad, Surat, Vadodara, Rajkot, Bhavnagar, Jamnagar, Junagadh and Gandhinagar (8 Mega Cities) of Gujarat State. Digitization and Shopping malls contribute to business more significantly than traditional market. In these 8 Mega cities we have excellent potential opportunities for upcoming shopping malls and digitized market.

6. SAMPLING DESIGN:

Data was conveniently collected from 400 consumers from the 8 Mega Cities of Gujarat State through Self-administered Questionnaire. Moreover, the Respondents were guaranteed that the data being collected is solely for the purpose of the study.

7. DATA SOURCE:

This study is based on both Primary data and Secondary data. Primary data will be collected through well prepared Questionnaire from each individual and Secondary data will be collected from Journals and other published documents

8. SCOPE OF THE STUDY:

This research will help to fill the gap of the required literature to study the implications of the digitization as fewer such studies have been conducted in this regard. Better understanding of consumer buying behaviour and its cultural and societal impact due to digitization will help to understand what further implications are needed to be done in this regard to further evaluate the demographics which this study tried to do. Remarkable growth in the urban areas and access of technology even to the older segment of the demographics regardless of age or qualification is a sigh that cannot be ignored. It is the sigh of better understanding of digitization and its implications on the market as a whole.

Organizations and companies should focus on the demographic market segments than the geographic market segments as demographic segments provide more insight into the direction the market is headed and what segments are yet to be found out and their potential tapped. This blend of demographics and digitization helps to understand the consumer psyche that what drives the buying behaviour of the consumers.

9. ANALYSIS AND INTERPRITATION: -

Descriptive Statistics:

Sr. No.		Frequency	Percentage	Cumulative Percentage
1	Gender			
	Male	183	45.70	45.70
	Female	217	54.30	100.00
	Total	400	100.00	
2	Age			
	15-20	45	11.25	11.25
	20-30	167	41.75	53.00
	30-40	122	30.50	83.50
	40-50	33	8.25	91.75
	50 Above	33	8.25	100.00
	Total	400	100.00	
3	Qualification			
	High School	61	15.25	15.25
	College	50	12.50	27.75
	Graduate	155	38.75	66.50
	Masters	129	32.25	98.75
	Doctorate/Ph.D.	05	01.25	100.00
	Total	100	100.00	
4	Income (In INR)			
	15000-25000	50	12.50	12.50
	25000-35000	16	04.00	16.50
	35000-45000	147	36.75	53.25
	45000-55000	123	30.75	84.00
	55000 and above	64	16.00	100.00
	Total	400	100.00	

The table above shows a total number of 400 respondents that participated. Majority of the respondents were females comprising of 51.3 (n=217) out of total. Male respondents conceded of a total sum of 45.7% (n=183), about 8.6% lesser than the female respondents. 167 respondents were between the age of 20-30 years formed the majority with 41.75% (n=167). The second most majority among the respondents was the age bracket of 30-40 years old comprising of 122 respondents with 30.50% (n=122). Respondents of 15-20 years of age made 11.25% (n=45) of the total while 33 respondents each of 40-50 years 8.25% (n=33) and 50 above 8.25% (n=33) years of age made it to the total of 400 respondents. The majority of 155 respondents comprised of graduate subjects with 38.75% (n=155). 129 respondents had a masters with 32.25% (n=129) of the total 400 respondents. Respondents which had an educational level high school comprised of 15.25% (n=61). 50 of the respondents had gone to college making the 12.50% (n=50) of the total. Only 5 number of the respondents were or had the doctorate or Ph.D. level of qualification making the 1.25% (n=5) of the total. As demonstrated in the Income statistics majority of the respondents which accumulate to 147 fall into the bracket of 35000-45000 INR income per month respectively. They make up majority percentage of 36.75% (n=147). The second most majority consists of 30.75% (n=123) respondents who has the income level between 45000-55000 INR. While 64 of the respondents

which accumulated to 16.00% (n=64) had an income level of above 55000INR per month. 50 of the respondents making up of 15.50% (n=50) had an income level between 15000-25000 INR. The least number of respondents fell into the income bracket of 25000-35000 INR and accumulated 4.00% (n=16)

Inferential Statistics:

Simple Regression:-

	Unstandardized Coefficients		Standardized Coefficients	T-Value	Significance Value
	B	Std. Error	Beta		
(Constant)	2.778	0.128		21.631	.000
Digitization	0.084	0.045	0.108	1.871	.062*

The standard error of digitization in the table of coefficients is 0.045 and Beta value lies in the marker of 0.108. The T-value stands at 1.871 while the significance of the constant is 0.000 which is very significant and the significance value of digitization is 0.062, less than 0.5 therefore very significant too.

Digitization- ANOVA (One-way):-

	Sum of Different Squares		Mean Square	F	Significance
Between Groups	5.239	4	1.310	2.563	.039
Within Groups	150.758	295	.511		
Total	155.997	299			

This table above shows that the level of significance is at 0.39 which is far lower than 0.5 which clearly shows that age factor is quite close to changing consumer buying behaviour and is directly affected by Digitization.

Univariate Analysis of Variance (Age):-

	Value Label		N
DCAT	.00	LOWD	149
	1.00	HIGHD	151
Age (Years)	1	15-20	45
	2	20-30	167
	3	30-40	122
	4	40-50	33
	5	15 and Above	33

Tests of between-subject effects CBB1:- (Consumer Buying Behaviour)

Source	Type III sum of Squares	DF	Mean Square	F	Sig.
Corrected Model	13.514	9	1.502	5.356	.000
Intercept	1241.699	1	1241.699	4428.764	.000
DCAT	.164	1	.164	.585	.445
Age	4.442	4	1.110	3.961	.004

DCAT * Age	7.804	4	1.951	6.959	.000
Error	81.308	290	0.280		
Total	2039.020	300			
Corrected Total	94.822	299			

The level of significance stands at 0.000 indicating that with age factor consumer buying behaviour is directly impacted by digitization and F value stands at 6.959. this result proves that age demographic has the significance and importance among the chosen demographic factors when seeing the affect of digitization on consumer buying behaviour.

Test of between-subject effects CBB2:-

Source	Type III sum of Squares	DF	Mean Square	F	Sig.
Corrected Model	1.216	3	.405	1.282	.281
Intercept	1905.859	1	1905.859	6026.687	.000
DCAT	.901	1	.901	2.850	.092
Gender	.310	4	.310	.979	.323
DCAT * Gender	.151	4	.151	.478	.490
Error	93.606	296	.316		
Total	2039.020	300			
Corrected Total	94.822	299			

This table shows us that the level of significance for gender is 0.490, lower than 0.5 therefore denoting that digitization does have an effect on consumer buying behaviour among the gender of male and female.

Test of Between-subject effects CBB3:-

Source	Type III sum of Squares	DF	Mean Square	F	Sig.
Corrected Model	5.244	8	.656	2.129	.033
Intercept	653.210	1	653.210	2121.996	.000
DCAT	.585	1	.585	1.899	.169
Qualification	3.930	4	.982	3.192	.014
DCAT*Qualification	.554	3	.185	.600	.616
Error	89.578	291	.308		
Total	2039.020	300			
Corrected Total	94.822	299			

The table above depicts the significance level of qualification at 0.616 slightly higher than the par value of 0.5. This shows us that qualification levels do not necessarily affect the buying behaviour of consumers when it comes to digitization. The crux being that qualification levels have lesser or very marginal effect by digitization on the consumer buying behaviour.

Test of Between-subject effects CBB4:-

Source	Type III sum of Squares	DF	Mean Square	F	Sig.
Corrected Model	2.592	9	.288	.906	.521
Intercept	1050.256	1	1050.256	3302.337	.000

DCAT	.753	1	0753	2.368	.125
Income INR	.619	4	.155	.486	.746
DCAT*Income INR	1.199	4	.300	.942	.440
Error	92.230	290	.318		
Total	2039.020	300			
Corrected Total	94.822	299			

The table above shows us that income has an effect by digitization on consumer buying behaviour. The level of significance here is 0.440 which is less than 0.5. It shows us that income does affect the buying behaviour of the consumers.

10. CONCLUSION:

The findings of study convey that the data was gathered shows that the selected samples were rational and were logical enough to draw a conclusion. It was further analyzed to create general conclusion that demographics especially Age demographic and Gender demographic had an impact on consumer buying behaviour regarding digitization. The results of the research work give important constructs about the relationship of digitization and CBB. Now in the developing country like India it is a huge finding that middle aged people and females tend to have more changing buying behaviour due to digitization than the youth or younger generation or males.

The current study has provided a better understanding of the impacts of Digitization on consumer buying behaviour in regard to the demographics that were involved in this study. The results of the research work give important constructs about the relationship of digitization and consumer buying behaviour towards shopping malls with reference to Gujarat state. The descriptive statistics also prove that consumer behaviour towards shopping malls is affected by digitization. Organizations should use social media for better results and increased customer base all around because consumers are easily changing their behaviour due to it. This could result in India being at the forefront of technological advancement among all the other South Asian nations. The study shows that there is a positive impact of Digitization on Consumer behaviour towards Shopping Malls in Gujarat state.

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