

A study on perception of diamond industry players for digital marketing in Surat.

Ms. Nilisha Beladiya¹, Dr. Swapnil Chaurasia²

Student, B. V. Patel Institute of Management, Uka Tarsadia University, Bardoli-Surat, Gujarat, India.

Assistant Professor SRIMCA – MBA, Uka Tarsadia University, Bardoli- Surat Gujarat, India.

Abstract:

Developments in technology had given push to several industries. Smart phones, apps, social media platform etc. enlarged the opportunities for varied organizations to market their merchandise and services. The study aimed to understand the perception of diamond industry player for digital marketing in Surat. The main objective of the research study is to know the most preferred digital marketing tools used by diamond industry merchants for marketing of their products. The data is collected through a structured questionnaire from 60 randomly selected businessmen belonging to the diamond industry residing in selected districts of South Gujarat region. The questionnaire consists of multiple-choice questions, multi-response, and five-point Likert scale. The data in this research study has been analyzed through various statistical tools such as Mann-Whitney test, Chi-square test to find out the association between demographic variables and the variables affecting the perception of the diamond merchants. The collected data are analyzed using statistical software like SPSS and MS Office tools. The study suggested that most of the people from diamond industry in Surat are accepting the new way of marketing as compared to traditional marketing methods which included the use of various e-marketing options available to them. Thus, reflecting a shift towards technology acceptance.

Keywords: Digital marketing, Perception, Diamond Industry

1. Introduction

Technological developments had given boost to several industries. Mobile technologies, smartphones, apps, social media platforms etc. raised the opportunities for numerous organizations to market their merchandise and services. The utilization of digital media is raised amongst individuals and marketers began to use digital media for spreading awareness regarding their merchandise and services. This has conjointly raised the profit of organizations. Digital selling helps to achieve the target market through net selling, Mobile selling, Social media selling and infectious agent selling. Digital selling helps in

making on-line client buzz by reaching mass audience in terribly short time. Apps are turning into additional powerful supply for selling product and services. Day by day marketers are mistreatment innovative ideas and techniques to draw in customers through digital media.

Customer perception is however customers feel regarding your product and complete. It's Associate in Nursing opinion that they've shaped through each interaction they've had along with your company, each direct and indirect. It's quite simply whether or not clients "like" you; customer perception includes the emotions your business conjures up in them, in conjunction with any descriptive words they'd use once talking regarding your business. Understanding however your customers understand your company will assist you improve your selling, spot opportunities to boost your service delivery, and grow your business. In Diamond Industry, Digital marketing works likes this

Search Campaigns - Attract visitors inquisitive about keywords relevant to your complete through programme.

Display Campaigns - Be wherever your audience is! Attract guests inquisitive about your complete in specific websites.

Facebook Ads - Capture the eye of your potential customers by creating ads targeted to your audience.

Apps - Present your application to your target market and find additional downloads, additional ill fame and additional loyal customers.

Email Marketing - Increase the potential of your shopper and contacts info, promote your complete close to your audience, or produce a more in-depth relationship along with your customers. we tend to work around your e-mail channel, from making e-cards, management, results analysis and measuring of come on investment.

Mobile Marketing - Promote your complete via mobile devices mistreatment the ways of offline and on-line publication designed for mobile devices, like ads on web site and mobile apps, QR Codes, push notifications, SMS, among others. If you have already got Associate in Nursing app, show it to your audience and increase the quantity of downloads.

2. literature Review

Nilesh Anute and Dr. Devyani Ingale(2019) have studied customer perception about digital marketing practices in Bollywood movies. The objectives of this research was to study the various digital marketing tools used for the promotion of Bollywood movies. The research methodology was used by researcher was descriptive research design. This research was based on both primary and secondary data. The sampling method used by the researcher was non probability convenience sampling method where 360 respondents were taken under consideration from pune. Major finding of this research study was, most of the customers are aware about the various digital marketing practices run by the movie marketers through the Facebook YouTube and movie promotion website.

Surabhi Singh (2016) have studied perception of business towards digital marketing in India. The objective of this research was to explore the business owner's perception of digital marketing. This research was based on both primary and secondary data. The sampling method used by the researcher was convenience sampling method where 100 respondents were taken under consideration from Ghaziabad. The test applied to analyze data was T- test. Major finding of this research study was, the analysis of data has indicated that the media type use has impact on digital marketing effectiveness by business.

Dr. Indrakanti sekhar and Kasaram manasa (2019) have studied consumer perception on digital marketing gender-based analysis. the objective of this research was to know the various factors that influence digital consumer perception. This research was based on both primary and secondary data. The sample method was not mentioned but 80 respondents were taken under consideration from Telangana. The test applied to analyze data was t- test. Major finding of this research study was found that male respondents are more than the female respondent for online response about awareness on digital marketing for designed questionnaire.

Farward khan and Dr. Kamran Siddiqui (2013) have studied the importance of digital marketing, an exploratory study to find the perception and effectiveness of digital marketing amongst the marketing professionals in Pakistan. The objective of this research was to present the perception towards digital marketing in Pakistan. This research was based on primary data. The sample method was not mentioned but 200 respondents were taken under consideration from Karachi. The test applied to analyze data was factor analysis. Major finding of this research study was, professionals in Pakistan are more skeptical towards digital marketing tools and concepts they do not understand the benefits of digital marketing in terms of growth and cost effectiveness.

S. Hari Priya (2016) have studied an analysis of digital marketing: customer's and marketers' perspective. the objective of this research was to exhibit the profile of the customers and their digital shoppingbehavior. This research was based on primary data. The sample method was not mentioned but 585 respondents taken. The test applied to analyze data was t-test and ANOVA. Major finding of this research study was, the digital shopping behavior is a growing aspect among the customers especially among young customers.

3. Research Objectives

- To study the perception of diamond industry players for digital marketing in Surat.
- To know the most preferred digital marketing tools used by diamond industry merchants for marketing of their products.
- To find out the association between gender and factor influencing decision towards digital marketing tools.

4. Research Methodology

The problem statement for study is on perception of diamond industry players for digital marketing in Surat. A descriptive research design has been adopted to conduct this survey where data has been collected via structured questionnaire specifically designed for the purpose of understanding the perception of diamond industry players for digital marketing in Surat. The sample size was 60. The sampling method used was convenience sampling, a type of non-probability sampling. Frequency distribution, Chi-square technique has been used to analyze data.

5. Data Analysis

❖ Chi-square test

The Chi-square test has been used to determine relationship between the primary reasons of purpose of using digital media by the diamond merchants and the gender. The objective serves as a base for finding, if there exists a significant association. The statements of hypotheses are as follows

H₀: There is no significant association between gender and Purpose for choosing digital media for marketing and related activities.

H₁: There is significant association between gender and Purpose for choosing digital media for marketing and related activities.

Purpose for choosing digital media for marketing and related activities * Gender	Pearson chi-square
Search engine optimization (SEO)	.452
Search engine marketing & Google ads	.502
Social media marketing	.756
Email/E-Newsletter marketing	.592
Blogging	.218

The above table illustrates the Pearson Chi-square value for various purposes for which digital marketing media tools are used by diamond merchants and the gender is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H₀). It can be said that there is no significant association between gender and Purpose for choosing digital media for marketing and related activities like, SEO, Google ads, Social media marketing, email/e-newsletter marketing and blogging.

H₀: There is no significant association between gender and perception towards digital marketing.

H₁: There is significant association between gender and perception towards digital marketing.

Perception towards digital marketing * Gender	Pearson chi-square
Digital marketing is flexible	.057
If I use digital marketing for my business, it will be difficult to measure ROI for my business.	.339
Digital marketing does not give expected results.	.397
Using of digital marketing is tough task.	.218
Digital marketing has issue of lack of transparency	.452
Digital marketing can increase reach of a Company.	.218
Reach of digital marketing is at large scale.	.103
Digital marketing is an effective way to promote Business.	.592
Digital marketing is costly.	.452

The above table illustrates the PearsonChi-square value for various statements acting as variables for determining perception of diamond merchants towards usage of digital marketing and the gender, which is greater than 0.05. Thus, the study fails to reject Null Hypothesis (H_0). It can be interpreted that there is no significant association between gender and perception towards digital marketing like, flexibility, calculating ROI & other results, ease of usage, transparency, reach/ coverage, scaling up issues, effectiveness and cost related to digital marketing.

❖ Mann-Whitney Test:

The study consistsof an independent variable that consists of two categorical, independent groups (i.e., a dichotomous variable); in this study its gender and dependent variable as factors that results in providing purpose for using digital marketing. Mann-Whitney test has been used to evaluate whether there exist a difference in distribution of the grouping variable to that of the purpose for using digital marketing tools. The statement of hypothesis is as follows:

H_0 : There is no significant difference in distribution of grouping variable (gender) towards purpose for usage of digital marketing tools.

H_1 : There is significant difference in distribution of grouping variable (gender) towards purpose for usage of digital marketing tools.

Factors	Sign. Mann-Whitney Value
Search engine optimization.	.789

Search engine marketing and Google ads.	.678
Social media marketing	.234
Email/E-newsletters marketing	.193
Blogging.	.328

The above table illustrates the significant value value for various purposes for which digital marketing media tools are used by diamond merchants and grouping variable is greater than 0.05 which is the threshold value. Thus, the study fails to reject Null Hypothesis (H_0). It can be said that there is no significant difference in distribution of grouping variable (gender) towards purpose for usage of digital marketing tools like, SEO, Google ads, Social media marketing, email/e-newsletter marketing and blogging.

The next phase of the analysis consists of an independent variable that consists of two categorical, independent groups (i.e., a dichotomous variable); in this study its gender and dependent variable as factors that forms perception regarding digital marketing activities. Mann-Whitney test has been used to evaluate whether there exist a difference in distribution of the grouping variable to that perception forming reasons for using digital marketing. The statement of hypothesis is as follows:

H_0 = There is no significant difference in distribution of grouping variable (gender) towards usage of digital marketing.

H_1 = There is significant difference in distribution of grouping variable (gender) towards usage of digital marketing.

Factors	Sign. Value Mann-Whitney
Digital marketing is flexible.	.337
If I use digital marketing for my business, it will be difficult to measure ROI for my business.	.143
Digital marketing does not give expected results.	.440

Using of digital marketing is tough task.	.833
Digital marketing has issue of lack of transparency.	.790
Digital marketing can increase reach of a company.	.189
Reach of digital marketing is at large scale.	.116
Digital marketing is an effective way to promote business.	.408
Digital marketing is costly.	.976

The above table illustrates the significant value from Mann-Whitney test for various statements acting as variables for determining perception of diamond merchants towards usage of digital marketing and the gender, which is greater than 0.05. Thus, the study fails to reject Null Hypothesis (H_0). It can be interpreted that there is no significant difference in distribution of grouping variable (gender) towards usage of digital marketing. like, flexibility, calculating ROI & other results, ease of usage, transparency, reach/ coverage, scaling up issues, effectiveness and cost related to digital marketing.

6. Conclusion

The way customers perceive your business impacts every action they take Positive customer perception can increase brand loyalty and generate referrals. From the research it can be concluded that factors like SEO, search engine marketing & Google ads, social media marketing, email/E-Newsletter's marketing, blogging etc. do have significance impact on customer perception. There is no significant association between gender and Purpose for choosing digital media for marketing and related activities like, SEO, Google ads, Social media marketing, email/e-newsletter marketing and blogging. significant association between gender and perception towards digital marketing like, flexibility, calculating ROI & other results, ease of usage, transparency, reach/ coverage, scaling up issues, effectiveness and cost related to digital marketing. Further the study also concludes that there is no significant difference in distribution of grouping variable (gender) towards usage of digital marketing. like, flexibility, calculating ROI & other results, ease of usage, transparency, reach/ coverage, scaling up issues, effectiveness and cost related to digital marketing. The grouping variable equally banks upon digital marketing activities for diamond trading.

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