

Navigating The Digital Marketing On Urban Women: A Study In Hyderabad Metropolitan City

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Abstract

Digital marketing means the use of digital channels, platforms, and technologies to improve services and to the consumers. It's differed from traditional marketing, which depends on print media, television and radio but digital marketing leverages the internet, mobile devices, social media, search engines, email and other digital tools to reach as well as engage audiences in a high measurable and interactive manner. The present research employs a quantitative approach, utilizing a structured survey of 235 urban women across Hyderabad metropolitan city of Telangana state with the dependent variables Frequency of Online Shopping (F.O.O.S.) with rarely, once in a week, 2 to 3 times in a week, 4 to 5 times in a week and regularly and another one is Preferred Social Media Platform (P.S.M.P.) with Instagram, Facebook, You Tube, WhatsApp (Business) and other. Moreover, the independent variables are Educational Qualifications (E.Qs.) with up to SSC, 10+2, UG, PG and above PG and another one is Approximate Annual Income (A.A.I.) with Below ₹ 5,00,000, ₹ 5,00,001 to ₹ 10,00,000, ₹ 10,00,001 to ₹ 15,00,000, ₹ 15,00,001 to ₹ 20,00,000 and above ₹ 20,00,000. The present empirical research study is going to focus on the impact of digital marketing on urban women in Hyderabad metropolitan city of Telangana state with the spread of Educational Qualifications (E.Qs.), Approximate Annual Income (A.A.I), Frequency of Online Shopping (F.O.O.S.) and Preferred Social Media Platform (P.S.M.P.) as variables and going to apply the χ^2 test to know at one side E.Qs. and P.S.M.P on other side A.A.I and F.O.O.S. either dependent or independent at 95 per cent confidential level with 5 per cent significance level.

Keywords: Digital Marketing, Traditional Marketing, Market Leverage, Preferred Social Media Platform and Consumer Behaviour.

Introduction

In the present day to day marketing is related digital transformation from traditional way of marketing, the marketing strategies have emerged penetratingly, the way of digital platform attracting the consumer's engagement and purchase patterns. The use of smartphones, affordable internet connectivity, and the increasing prevalence of social media have together restructured the way of individuals, in relation to urban women, interaction with brands and make purchasing options. In our country, urban women represent noteworthy influential consumer segmentation, their purchasing behaviour is shaping in a variety of digital marketing tactics including influencer endorsements, targeted advertisements, and promotional offers.

Literature Review

Aggarwal and Singh (2019) found lifestyle brands achieve higher engagement from women via influencer collaborations.

Arunachalam and Ramaswamy (2016) found digital financial literacy campaigns had better impact among women.

Banerjee and Dutta (2018) analysed the impact of Instagram influencers on women lifestyle changes.

Bhatia and Aggarwal (2020) analysed how digital beauty brand campaigns influence women's self image.

Bianchi and Andrews (2012) showed that women respond better to value based digital message and information.

Brown and Hayes (2008) emphasized the power of word-of-mouth marketing among women respondents.

Chakraborty and Saha (2019) found that digital promotion have a strong influence on rural women purchasing pattern.

Chen (2020) highlighted that digital ground marketing has empowered women entrepreneur by offering lower level cost access to markets.

Das and Mishra (2019) evaluated that the impact of digital advertising on working versus non-working women.

Deshmukh and Patel (2019) investigated that the role of same cadre of reviews in female online purchases decisions.

Fugate and Phillips (2010) discussed that how cause and effective related marketing campaigns target emotionally driven women audiences.

George and Kumar (2020) found that female is more responsive to CSR campaign through digital oriented platforms.

Ibrahim and Ahmad (2021) showed that the digital literacy campaign led to increased digital and e-commerce participation among rural women.

Jones and Fox (2018) demonstrated that how health marketing campaigns via e-commerce and digital media impacted women health choice.

Kapoor and Bansal (2020) analysed that the psychological triggers in digital advertisements that impact women buying pattern.

Kaur and Arora (2019) examined that the role of Instagram influencers in shaping fashion preference among young female persons or women in India.

Khan and Nawaz (2017) discussed that how women are more engaged with content that aligns with emotional storytelling with the support of online shopping.

Lal and Kumar (2022) found that female prefer brands with social proof like reviews and testimonials of the online content.

Lim and Ting (2012) showed that digital advertisements related to beauty and wellness is more influential for female.

Martinez and Garcia (2020) explored that female user interaction with influence led YouTube campaigns for their online purchase.

Mehta and Kaur (2021) discussed that the role of mobile applications and Apps in increasing digital shopping and online purchase among women.

Mirza and Zainab (2017) highlighted that the role of Facebook based marketing in shaping women purchase intent in urban locations.

Mohan and Mehta (2018) observed that increased brand awareness among female purchasers due to targeted electronic mail marketing.

Mohanty (2022) examined that the role of WhatsApp message marketing among female persons in Tier-2 cities and places.

Nielsen (2017) found that female persons are more likely to trust peer generated content than traditional advertisements for their online shopping.

Parveen and Sultana (2015) studied that how digital advertisements influence purchase or buying pattern among working female persons or women.

Patel (2021) noted that female consumers prefer interactive and personalized marketing strategies for their shopping.

Rahman (2021) found that one kind of religion women respond positively to modest fashion marketing online shopping purpose.

Rani and Kaur (2021) studied that female college students responded to online advertisements for shopping of e-commerce.

Rehman and Bhatti (2020) noted that female entrepreneurs use Instagram as a key promotional tool to promote their goods and products.

Roy and Sharma (2016) observed that price promotions affect women online shopping behaviour more than men.

Sen and Roy (2020) studied that how fashion electronic-commerce brands target female identity through curated content.

Sharma and Pillai (2016) discussed that the role of digital story-telling in brand engagement among female persons.

Singh and Jain (2021) studied taht how women perceive trust and security in digital and electronic commerce marketplaces.

Smith (2018) found that digital marketing significantly influences women purchasing decisions, especially through visual and emotional electronic content.

Sultan and Rohm (2014) found that women exhibit higher engagement rates with mobile advertisements than men.

Taylor (2016) discussed that emotional branding and its strong appeal among women consumers.

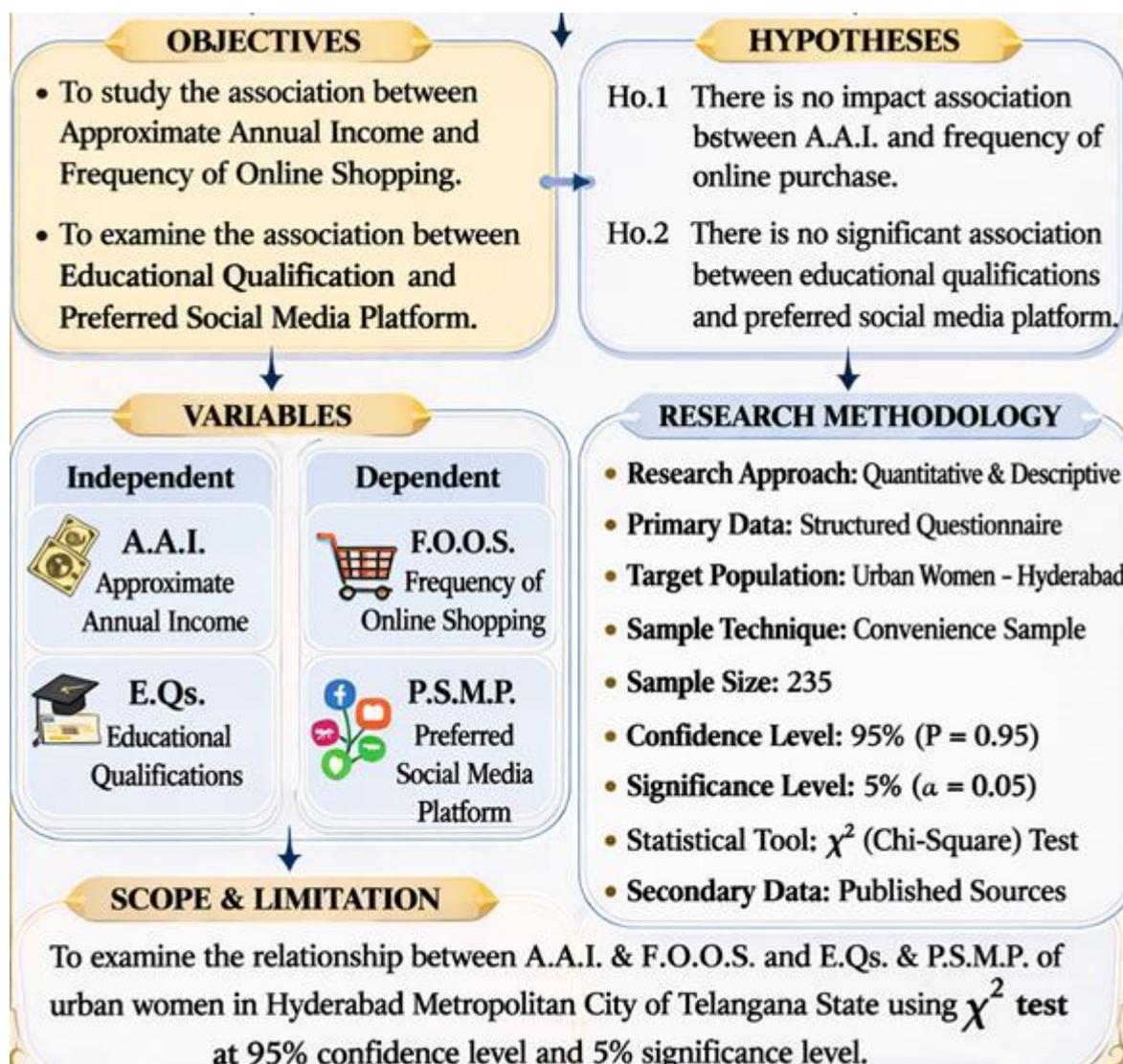
Tuten and Solomon (2015) indicated that social media marketing affects the brand loyalty of female users more than male users.

Verma and Joshi (2023) highlighted that increased self based branding behaviour among women due to social media marketing.

Zhang and Zhao (2018) studied that how video content appeals to women consumer more than static content for purchase.

Research Gap

There is an option to make a study on impact of digital marketing on urban women in the locality of Hyderabad metropolitan cityof Telangana state and going to study on dependency of F.O.O.S. on A.A.I. and P.S.M.P. on E.Qs. with title of Navigating the Digital Marketing on Urban Women: A Study in Hyderabad Metropolitan City.



Objectives

To study the association between approximate annual income and frequency of online shopping.

To examine the association between educational qualification and preferred social media platform.

Hypothesis

H_{0.1} There is no impact association between approximate annual income and frequency of online purchase.

H_{0.2} There is no significant association between educational qualifications and preferred social media platform.

Research Methodology

The essential data both primary and secondary for research paper gathered

Research Approach: Quantitative and Descriptive.

Primary Data: Structured Questionnaire.

Target Population: Urban women of Hyderabad Metropolitan City of Telangana state.

Sample Technique: Convenience sample type

Sample Size: 235

Confidence Level: 95 percent (P=0.95)

Significance Level: 5 percent ($\alpha=0.05$)

Statistical Tools: χ^2 (Chi-Square) Test

Secondary Data: The data collected through published sources both offline and online.

Scope And Limitation

The present study limited to examine the relationship between approximate annual income and frequency of onlineshopping and educational qualifications and preferred social media platform of urban women in Hyderabad metropolitan city of Telangana state.

Data Analysis

Demographical Data Analysis

Table1: E. Qs. (Educational Qualifications) of Respondents

E. Qs. of Women	Number of Respondents (Frequency)	Percentage of Respondents
Up to SSC	72	30.60
10+2	34	14.50
UG	35	14.90
PG	56	23.80
Above PG	38	16.20
Total	235	100

(Source: Primary Data Processed through SPSS)



Table2: A. A. I.(Approximate Annual Income) of Respondents

A.A. I. of Women	Number of Respondents (Frequency)	Percentage of Respondents
Below ₹ 5,00,000	74	31.50
₹ 5,00,001 to ₹ 10,00,000	56	23.80
₹ 10,00,001 to ₹ 15,00,000	72	30.60
₹ 15,00,001 to ₹ 20,00,000	23	9.80
Above ₹ 20,00,000	10	4.30

Total	235	100
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(Source: Primary Data Processed through SPSS)

Statistical Data Analysis

Table3: F. O. O. S. (Frequency of Online Shopping) of Respondents

F. O. O. S. of Women	Number of Respondents (Frequency)	Percentage of Respondents
Rarely	28	11.90
Once in a week	36	15.30
2 to 3 times in a week	72	30.60
4 to 5 times in a week	55	23.40
Regularly	44	18.70
Total	235	100

(Source: Primary Data Processed through SPSS)

Table4: P. S. M. P. (Preferred Social Media Platform) of Respondents

P. S. M. P. of Women	Number of Respondents (Frequency)	Percentage of Respondents
Instagram	91	38.70
Facebook	36	15.30
You Tube	73	31.10
WhatsApp (Business)	19	8.10
Other	16	6.80
Total	235	100

(Source: Primary Data Processed through SPSS)

Table5: Direction Measures and Eta Value

Variable by Variable	Eta Value
Educational Qualifications (E.Qs.)	0.962
Preferred Social Media Platform (P.S.M.P.)	0.956
Approximate Annual Income (A.A.I.)	0.938
Frequency of Online Shopping (F.O.O.S.)	0.929
N	235

(Source: Primary Data Processed through SPSS)

Table6: Descriptive Statistics of χ^2 Test between Educational Qualification (E.Q.) and Preferred Social Media Platform (P.S.M.P.)& Approximate Annual Income (A.A.I.) and Frequency of Online Shopping (F.O.O.S.).

Variables	Pearson's χ^2 Value	df	α Value	P Value	H ₀ Status
E.Qs. and P.S.M.P.	519.313	16	0.05	0.001	H _{0.1} Reject
A.A.I. and F.O.O.S.	521.803	16		0.000	H _{0.2} Reject
N	235				

(Source: Primary Data Processed through SPSS)

Interpretation: Table 6 presents that the descriptive statistics of χ^2 test of E.Qs. &P.S.M.P. and A.A.I. & F.O.O.S., as per table $\chi^2_{(E.Qs. \& P.S.M.P.) (16, 235)}=519.313$, P=0.001, it represents that there is an impact association between E.Qs. and P.S.M.P., means educational qualification of

the urban women leads to prefer the social media platform, hence, $H_{0.1}$ rejected. On the other side $\chi^2_{(A.A.I. \& F.O.O.S.) (16, 235)} = 521.803$, $P = 0.000$, it represents that there is significant association between A.A.I. and F.O.O.S., means approximate annual income of the urban women takes to frequency of online shopping, hence, $H_{0.2}$ rejected.

Findings

- i. Out of the collected information, in relation to educational qualifications of the urban women, most of them are up to SSC stands with 30.60 per cent.
- ii. Most of the income groups fall under middle income groups i.e. below rupees 15 lakh with 85.90 percent (31.50+23.80+30.60).
- iii. One third of urban women are shopping 2 to 3 times in a week, it shows online shopping frequency in urban area is more than normal.
- iv. Urban women mostly preferred Instagram, Youtube and Facebook rather than WhatsApps (Business) and other platforms.
- v. There is strong association between E.Qs. & P.S.M.P. and A.A.I. & F.O.O.S.

Suggestions

- i. The online businesses should target on high educational qualifications having urban women to improve their sales.
- ii. For lower income women have to give attractive discounts and customised way of sales.
- iii. To improve the shopping frequency, it is necessary to create loyalty programs and personalised recommendations to the required women.

Further Research Scope

There is a further scope to make research on motivation beyond the preferred social media platform and frequency of online shopping. Moreover, lifestyle and interests, based shopping of women.

Conclusion

The research is supplying that there is a sound relationship between the socio and economic profiles of the respective women and their digital as well as consumer behaviour of urban area of Hyderabad metropolitan city in Telangana state. Noticeably, Educational Qualifications are having a significant manner. The result of the test confirms that the respondent's education level is an important key in their preference of online platform for shopping. At the same time the Approximate Annual Income of the respondent's also main thing with the association of frequency of online shopping.

The main findings of study supports that the online engagement and shopping activities of the urban women are not in an accidental but they are structured with main demographic aspects. The policymakers, marketers and platform developers have to leverage the insights such as more communication, the best service design with sound strategic planning. The final conclusion is educational qualifications drive social media preference and income level of the women lead to shopping frequency.

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