MEASURING OF CUSTOMERS ENGAGEMENT AND PURCHASE INTENTION REGARDING DIGITAL MARKETING

Ms. Simran[1]*, Ms. Bhawna[2], Mr. Naveen Nagpal[3], Dr. Deepti[4]

Abstract
Traditional e-commerce is hampered by the absence of human and social cues and client participation until the advent of social commerce. This study examines consumer participation in digital live-streaming Purchase intent is influenced by marketing. According to the findings of 1726 datasets from two e-commerce platforms, customer involvement in live-streaming digital marketing is strongly correlated with follower numbers and buy intent. While price is a crucial moderator, once consumers become followers, its effects on their buy intentions become negligible. The findings show the beneficial effects of social aspects, such as likes, chats, visits, and exposure duration, on transactional (buy) and non-transactional (followership) benefits in social commerce. Finally, the report asks for more research and presents a new perspective on assessing customer engagement in live-streaming digital marketing.

Keywords: Live-streaming shopping, Online shopping, Online purchase intention, Behavioral intention, Theory of planned behavior, Digital marketing.

[1]*Research Scholar, Geeta University, Delhi-NCR, Sonipat, Haryana. Mobile: 9034942667,
Email: simran07210@gmail.com
[2]Research Scholar, Baba Mastnath University, Rohtak, Mobile : 9910974713,
Email: bhawna91sharma@gmai.com
[3]Assistant Professor, Faculty of Management Geeta University, Delhi-NCR, Mobile: 7206817189,
Email: nnagpal9803@gmail.com
[4]Assistant Professor, Faculty of Management Geeta University, Delhi-NCR Panipat, Haryana.
Mobile: +91-9355540005, Email: kuhardeepti90@gmail.com

***Corresponding Author:** Ms. Simran
*Research Scholar, Geeta University, Delhi-NCR, Sonipat, Haryana. Mobile: 9034942667,
Email: simran07210@gmail.com

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Introduction

An obvious obstacle to the growth of e-commerce is the fact that online markets have fewer human and social components and customer engagement is lower than it is in offline markets. The loss of body language, emotional indicators, and other personal and social cues in e-commerce is also responsible for the lack of engagement and trust. (Prince Clement Addoet et al., 2021). In particular, the introduction of live streaming into business-to-consumer (B2C) and consumer-to-consumer (C2C) interactions has paved the way for a more reliable and socially capable online transactional environment while omitting the connection between offline and online marketing (face-to-face or real-time human interaction). Many Sellers on social commerce platforms have started using live streaming as a tactic to boost sales in India as it grows in popularity. (Yuan Sun et al). This introduced the idea of live streaming purchase, improving the efficiency of online vendors. Traditional social commerce has undergone several changes as a result of live streaming. First off, customers can only learn about things in traditional online purchasing from text and photographs. Contrarily, live streaming shopping enables streamers (online merchants) to demonstrate products in real-time videos, giving customers more comprehensive product information. (Xiang shao et al 2019). Second, in traditional social commerce, users who have inquiries about a product must go away from the product page. Live streaming shopping, in contrast, enables users to submit questions via the bullet screen, which streamers can then respond to in real time. (Yuan Sun et al., 2019). Third, because face-to-face connection is rarely possible in conventional social commerce, customers frequently have doubts about the legitimacy of suppliers. Online live streaming shopping is obviously a good answer to this issue. You may answer to their questions by using real-time live streaming to provide them with more individualized services and advice by allowing them to ask questions through the bullet screen.. (Yuan Sun et al., 2019). The new phenomenon of live streaming hasn't gotten enough study attention so far. There hasn't been enough research done on live streaming as new phenomena. It has been demonstrated that live streaming shopping increases customer engagement (Wong kitrungrueng and Assarut, 2018), however it is yet unclear whether this will have a good effect on customers' intents to make purchases through social commerce Our study's goal is to determine how live broadcasting affects consumers' propensity to buy on social networks. especially in India customers. As well as how live streaming platforms will attract the customer & how much customers engaged in this process & As well as the main objectives of this research that what are the main factors influencing the customer for purchasing the product. Our study is based on this model. This model will help to identify the intention and behavior of the consumer. The Theory of Planned Behavior (TPB) model (Ajzen, 1985) was the primary framework used in this study. The human and environmental aspects influencing online buying behavior can be predicted and understood with the aid of TPB. Ajzen (1985) first proposed TPB, which emphasizes a person's behavioral goal and attitude towards that behavior are based on one aspect. This idea was used in this study to look into consumer intentions. According to TPB, three factors—attitude, subjective norms, and perceived behavioral control—have an impact on a person's purpose. Behavioral beliefs, normative views, and control beliefs are all supported by the underlying belief structures that relate these variables (Fishbein and Ajzen, 1975). A person's behavior can also be described in terms of intention and perceived behavioral control. Ajzen (1985) claimed that consumer intentions are indicators of how willing people are to engage in a particular behavior, which in this study would be translated as a live streaming behavior indicator of purchase intention. a lack of online purchase intent one of the earliest impediments to the growth of online buying, according to Rahman et al.'s 2018 study. An earlier study by Mohammed and Ferraris (2021) found that a consumer's attitude significantly influences their propensity to continue making online purchases through social media. In particular, live e-commerce shopping has been adopted by customers as an innovative technology in the retail industry thanks to online digital technology (Zhou et al., 2021).

Review of Literature:

An innovative social media format with high HCI is live streaming shopping’s-sports and video games have been the main subjects of previous live streaming studies (Cheung and Huang, 2011; Sjöblom and Hamari,2017).However, a number of recent research (Cai et al., 2018; Wong kitrungrueng and Assarut, 2018) have provided novel insights into live streaming shopping. In order to better understand the elements that influence streamers' intention to broadcast live content, several researchers have embraced the perspective of users' intrinsic and extrinsic motivation (Zhao et al., 2018)

The study is based on modern techniques and ideas that are increasingly influencing the world of digital marketing. consumer behavior towards high-end and designer brands. The consumer intention in digital media ads for fashion brands was measured using digital marketing variables including privacy, familiarity, confidence in the advertiser and content, entertaining digital ads, digital interaction, and relevancy of digital ads. According to the survey, the most effective digital media advertising for influencing consumer intention are those that are entertaining, build consumer trust in the marketer, and include relevant content. Towards clothing retailers. According to the study's findings, social media, websites, emails, and search engines continue to be the most popular channels for selling fashion brands.

With particular reference to social media marketing, **Janathanan, C., and Nizar, N. (2018)** identified the impact of digital marketing on consumer purchasing behaviour. Since a questionnaire was distributed to gather information from the general public for a study on the impact of social media marketing, the research is based on survey methodology. On the buying habits of consumers, The Google forms survey had 184 responses. Three interviewees participated in the Dialogue Axiata interview. The study discovered that consumer purchase behavior is influenced by cost effectiveness, knowledge quality, consumer confidence, and online shopping experience.

The effectiveness of digital marketing on consumer buying behavior in the Allahabad District was studied by Rai, M.K. (2018). The investigation was purely exploratory. 120 participants made up the study's sample, which were selected using a straightforward and purposeful sampling method. The study's findings showed that people are aware of digital channels. Customers frequently choose digital channels over traditional ones to purchase any things they desire, regardless of their level of education. People's monthly incomes have little bearing on the types of products they choose to purchase through digital channels. The study's finding that customers are happy with the products they purchased through digital channels is viewed as a favorable indicator for the expansion of these channels in consumers' decision-making processes.

Customers will have a strong sensation of telepresence thanks to the real-time interactions between streamers and customers in live streaming shopping. Customers may feel at ease in an online buying environment thanks to the feeling of tele presence (Gao et al., 2018). a feeling of well-being. Makes it simpler for buyers to decide what to buy. Customers who feel more telepresence will learn more about the product, which will decrease product uncertainty (Kang et al., 2014) and boost customers' confidence in their ability to make purchases (Gao et al., 2018). Their desire to buy will be stronger as a result.

Customers may get more information from websites with social media presence, which increases their perception of transparency (Lu et al., 2016) fostering the development of stronger bonds between them. Accordingly, perceived social presence can raise customers' feelings of intimacy with streamers (Gao et al., 2018) and their perception of enjoyment from their purchasing experience (Choi, 2016). Both impacts can enhance customers' buy intentions by decreasing product uncertainty and increasing customers' trust in streamers (Lv et al., 2018).Due to the fact that both tele-presence and social presence might increase a customer's likelihood to make a purchase

Users may find it easier to understand the merits and advantages of an activity if they perceive it to be immersive (**Fang et al., 2018**). When consumers perceive greater value and benefits, purchasing decisions are made more easily (**Sun et al., 2016**). Additionally, customers can more readily enter a state of enjoyment in a virtual retail environment when they are immersed (**Yim et al., 2017**), and customers' pleasure will directly impact their purchasing behavior (**Chen et al**., **2017**). Last but not least, clients who enjoy their live streaming purchasing experience will take part in the activity more actively and have a more favorable opinion of the products that are advertised In order to determine whether customers in Trichy are aware of digital marketing and how it affects their purchasing decisions, (**Mahalaxmi et al.,2016)** examined the relationship between digital marketing and consumer buy decisions. 50 people participated in the survey that was used for the study. The study's results showed that consumers are aware of digital marketing and that they prefer to buy electronic goods and conduct their retail purchases online. The study found that although customers' attitudes towards product purchases have not changed as a result of the influence of digital channels, it is clear that this will change in the near future as consumers' consideration of digital channels grows.

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Customer Engagement

It was Appelbaum who first proposed that customer engagement involves both emotional attachment and cognitive consideration. (Appelbaum, 2001; Chang et al., 2019; Li & Han, 2020) Loyalty. He emphasised that retaining clients is becoming more difficult and that appealing to customers' emotions rather than their wallets or their wants is the key to success. Since then, customer involvement has dominated marketing research as a key factor in the decision-making of customers (Kosiba et al., 2020). Customer engagement is often understood to be the emotional or psychological state of mind that leads to regular connection with a primary object beyond a straightforward transactional purpose (Rather et al., 2019). Van Doom et al. asserted about ten years ago that "a customer's behavioral manifestations that have a brand or firm focus, beyond purchase, resulting from motivational drivers," may be described as "a customer's behavioral manifestations." Although there is a body of literature on customer interaction, it is still in the process of becoming operational zed. According to several studies, engaging with a medium requires a specific type of experience. Customers' beliefs are influenced by the reason for the interaction in these encounters (Calder et al., 2009).

Customer participation and promotion behavior in social networking online brand communities were taken into account by Zheng et al. (2015). The following definitions are only a few others: Positive brand-related behavior displayed by a consumer during or in connection with certain consumer-brand interactions. An participatory, co-creative customer creates a motivated state. Encounters with a focal agent or object (such as a brand) in connections with a focal brand. According to another definition Customer engagement is a psychological process that mimics the underlying mechanisms via which both first-time and returning clients of a business may build a sense of loyalty (Brodie et al., 2011).). Undoubtedly, a widely agreed-upon definition of consumer involvement is still a long way off. It's critical to conceptualize and implement customer involvement in light of the emergence of customer experience live streaming. Considering the Based on the research that is currently accessible and the goal of this study, customer engagement is operational zed as the in-person interaction (utilitarian or hedonic) with a focal object. Beyond transactional and immediate purchasing plans, (product or streamer). The platform can be engaged with through visits, discussions, likes, and time spent interacting with it. This real-time synchronous interaction takes place between consumers, hosts, and platforms.

Marketing ideas that emphasize fulfilling customer demands, the market orientation notion, and emphasizing satisfying customer wants by offering higher value in comparison to competitors all reflect a desire for a close relationship with customers. In order to provide long-term customer happiness and intimacy, businesses must provide customers better values, experiences, and goods than their rivals (Sashi, 2012) and dedication.

Purchase Intention

In the existing marketing literature, purchase intention is a topic that has been extensively studied. Purchase intention refers to how a person plans to purchase a certain good or service and is a part of consumer cognitive behavior (Ling et al., 2010). Using data from the theory of deliberate action (TPB) A consumer's behavior is best predicted by intentions that directly match the action and circumstances, according to the theory of reasoned action (Ajzen et al., 1986). It also claims that the measure of intention is more useful than behavioral measures because consumers could make purchases out of necessity rather than genuine preference. This premise served as the foundation for the current study, which took into account users' purchase intentions as directly shown by purchase intention counts on live streaming pages.

Benefits of Digital Marketing:

Global Audience: You can connect with a sizable global audience via digital marketing. Due to the global reach of the internet, businesses may reach and interact with potential clients from all over the world. The exposure and consumer base for your brand are increased by this international reach.

Cost-Effectiveness: Compared to conventional marketing strategies, digital marketing is frequently more affordable. Pay-per-click (PPC) ads, for instance, can be modified to match any budget, and you only pay when someone clicks on your ad. Businesses with little resources can

compete with larger organizations thanks to this degree of flexibility.

Audience Targeting: Digital marketing makes it possible to precisely target your audience. You can segment your audience based on demographics, interests, behaviors, and more using a variety of tools and methods. Your marketing efforts will be directed towards the right audiences who are more likely to be interested in your goods or services thanks to this precise targeting.

Results that are quantifiable: Digital marketing, as opposed to traditional marketing, offers vast data and analytics. Numerous measures, including website traffic, conversion rates, click-through rates, and engagement levels, can be tracked and measured. You may use this data to evaluate the success of your campaigns and make data-driven choices that will improve your marketing tactics.

Increased Engagement: Interactive channels offered by digital marketing stimulate interaction with your audience. Direct communication and feedback are made possible via social media platforms, email marketing, and live chat. By interacting with your consumers, you may strengthen bonds, increase satisfaction, and learn important details about their preferences and wants.

Brand development: Digital marketing offers chances to improve your brand's reputation and visibility. You may position your business as an industry authority and gain the trust of your target audience by using consistent messaging, informative content development, and satisfying customer experience.

Conclusion :

The purpose of this study was to look into what elements customers' actual online purchase intentions for live streaming commerce were influenced by.

The results demonstrated a significant relationship between consumer perception and the marketing favorable effects on customer perceptions. Additionally, the customer's attitude and perceived value also affected their behavioral intention. The outcomes also strongly confirmed the beneficial influence of behavioral intention on one-line purchase intention. The study's contributions were its suggestions for live-streaming online buying tactics for professionals and business owners who could be considering using a live streaming service favorable effects on value perception. Influencers and content marketing both have favorable effects on customer perceptions. Additionally, the customer's attitude and perceived value also affected their behavioral intention. The outcomes also strongly confirmed the beneficial influence of behavioral intention on one-line purchase intention. The study's contributions were its suggestions for live-streaming online buying tactics for professionals and business owners who could be considering using a live streaming service.

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