Impact of Digital Marketing strategies by E-retailers and its element of Sustainability on Consumer Buying Behaviour

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Abstract:
Immense advancement has been completed in the turf of marketing and sustainability. On the other hand, there is still an imperative crack sandwiched between the conduct and beliefs of people and markets on the subject of sustainability and organizations competence to comprehend and countenance this inclination. Digital marketing is explanation to fill up this opening. Nevertheless, studies with respect to e-marketing and sustainability is somehow inadequate. The potential business diagnosis has gigantic enslavement on digital marketing modernization. Scientific innovations are not only altering industries but their sustainability of using digital media. The use of digitization has developed into part of daily life. The expansive intention of the study is to be aware of extent of digital marketing for potential business prospects. The rationale of the study is to discover an assortment of factors connected with digital marketing and sustainability which impacts consumer's online buying behavior. The study is an exploratory one based on primary data with a sample size of 286 being collected from Delhi via a semi-structured questionnaire being circulated on the basis of convenience sampling methodology. Furthermore, data collected is being analyzed using multiple correlation and regression analysis to test the hypotheses.

Keywords: *Digital Marketing, Sustainability etc.*

1. Introduction
Digital marketing has altered the means businesses administer and commune with their patrons and the world globally. It is a crucial and essential tool to look at the trials that also happen to dwell within the arena of marketing. At an equivalent period, concept of sustainability has transmuted into the furthermost imperative tests for establishments subsequently with the start of 21th century, predominantly for venders. Digital marketing endorses sustainable growth by plummeting wastes which are widespread in orthodox type of marketing approaches. This study aims to explore factors which e-retailers use to influence consumer's online buying behavior.

2. Literature Review

S. No.	Researcher and Year	Objectives	Research Methodology	Findings
1.	Danciu (2013)	To authenticate how the marketing strategies can assist the ideology of sustainable progress.	In depth Review of Literature	It was concluded that the sustainable marketing concept is a rapport marketing domain which focuses upon creating long-term associations with

				the societal and ecological environment.
2.	Adegbola (2014)	To inspect the impact of commercial social responsibility on marketing strategy in an organization.	Narrative reviews and content summaries.	It was concluded that firms should endeavour to apply best practices of CSR in their marketing activities to protect the interest of consumers and the society.
3.	Noo-urai and Jaroenwisa n (2016)	To study the concepts that drive the market towards sustainability.	Review of Literature	It was highlighted that Environmental marketing is anxious with marketing activities, which are reinforced to lessen and defend in contradiction of conservational glitches.
4.	Khan and Rafat (2015)	To relate and compare orthodox marketing with the concept of green marketing and comprehend the rewards of green marketing against conservative marketing.	Review of Literature	It was emphasized It has become indispensable to inspire the manufacture and delivery of the green products and services.
5.	FuiYeng and Yazdanifar d (2015)	To study the green marketing and it's sustainability on the environment and companies as well as the tools and marketing mix of green marketing	In-depth Review of Literature	It was found out that Most firms have started using sustainable development framework which is known as green marketing and most of the organizations have acknowledged green products which are environmentally friendly.

3. Objectives

- To explore the factors associated with digital marketing which impacts consumer's online buying behaviour.
- To identify the effect of sustainability on consumer's online buying behaviour.
- To suggest a theoretical framework for digital marketing agencies.

4. Hypotheses

HA1: Website Layout significantly influences consumer's online buying behaviour.

HA2: Ease of Use significantly influences consumer's online buying behaviour.

HA3: Privacy Risk significantly influences on consumer's online buying behaviour.

HA4: Complaint Redressal significantly influences on consumer's online buying behaviour.

HA5: Environmental Benefits associated with digital marketing has a significant effect upon consumer's online buying behaviour.

5. Data and Methodology

This is a exploratory research which focus on examining the impact of website layout, ease of use, privacy risk, complaint redressal and environmental benefits on the consumer's online buying behavior as displayed in the given theoretical framework below (Figure 1)
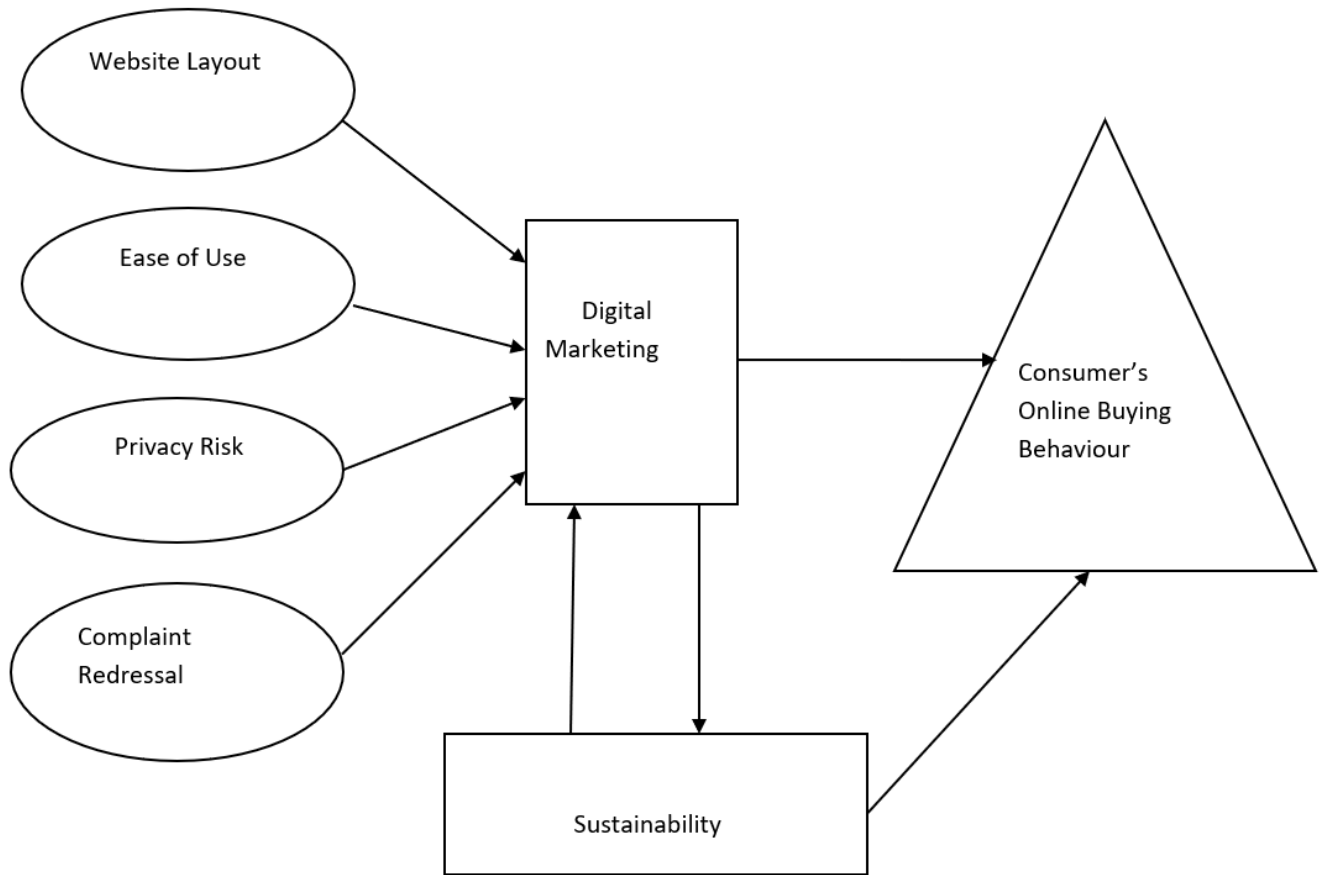
Figure: 1   Proposed Model

6. Research Design

6.1 Data Collection and Data Instrument

The research study emphases on the collection of Primary data via Semi-structured Questionnaire consisting of 5 factors consisting i.e. website layout, ease of use, privacy risk, complaint redressal and environmental benefits on the consumer's online buying behavior.

6.2 Method of Collection of Sample

A Sample size of 286 respondents is gathered from Delhi by application of convenience sampling.

7. Tools and Techniques

In order to realize the objectives of the study and testing of hypotheses the data is scrutinized using Pearson Correlation and Multiple Linear Regression Analysis.

8. Analysis

Table:1 Reliability Statistics

Cronbach's Alpha	N of Items
.771	6

Table: 2 Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Online_ Buying Behavior	17.98	12.817	.711	.687
Website Layout	17.76	14.757	.394	.768
Ease of Use	17.88	12.793	.645	.702
Privacy Risk	18.03	14.108	.496	.742
Complaint redressal	17.91	14.514	.420	.762
Environmental benefits	17.89	14.293	.449	.754

Table: 1 displays that Cronbach's alpha is **0.771**, which specifies a respectable level of inner steadiness for the questionnaire.

After the positive reliability test **Regression Analysis was used.**

Table: 3 Descriptive Statistics

	Mean	Std. Deviation	N
Online_ Buying Behaviour	3.51	1.028	286
Website Layout	3.73	1.064	286
Ease of Use	3.61	1.105	286
Privacy Risk	3.46	1.048	286
Complaint redressal	3.58	1.075	286
Environmental benefits	3.60	1.077	286

Table 3: shows Descriptive statistics (means and standard deviations) for the four items (Four predictors and one dependent variable).

Table: 4 Correlations

		Online_ Buying Behavior	Website Layout	Ease of Use	Privacy Risk	Complaint redressal	Environmental benefits
Pearson Correlation	Online_ Buying Behavior	1.000	.199	.588	.601	.496	.485
	Website Layout	.199	1.000	.538	.163	.210	.296
	Ease of Use	.588	.538	1.000	.228	.155	.672
	Privacy Risk	.601	.163	.228	1.000	.646	.117
	Complaint redressal	.496	.210	.155	.646	1.000	.019
	Environmental benefits	.485	.296	.672	.117	.019	1.000
Sig. (1-tailed)	Online_ Buying Behavior		.000	.000	.000	.000	.000
	Website Layout	.000		.000	.003	.000	.000
	Ease of Use	.000	.000		.000	.004	.000
	Privacy Risk	.000	.003	.000		.000	.024
	Complaint redressal	.000	.000	.004	.000		.377
	Environmental benefits	.000	.000	.000	.024	.377	
N	Online_ Buying Behavior	286	286	286	286	286	286
	Website Layout	286	286	286	286	286	286
	Ease of Use	286	286	286	286	286	286
	Privacy Risk	286	286	286	286	286	286
	Complaint redressal	286	286	286	286	286	286
	Environmental benefits	286	286	286	286	286	286

Table 4: shows the square correlation matrix. Ease of use, Privacy risk, Complaint redressal and environmental benefits are tremendously correlated with the variable of use of Online buying behavior than other variable (.588, .601, .496 and .485) respectively. In the set of predictors, Complaint redressal & Privacy risk and Environmental benefits & ease of use are more highly correlated with a value of .646 and .672 respectively than the other pairs.

Table: 5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.807[a]	.651	.644	.613	.651	104.261	5	280	.000

a.Predictors: (Constant), Environmental benefits, Complaint redressal, Website Layout, Privacy Risk, Ease of Use.

Table: 6 ANOVA[a]					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	196.111	5	39.222	104.261	.000[b]
Residual	105.334	280	.376		
Total	301.444	285			
a. Dependent Variable: Online_ Buying Behavior					
b. Predictors: (Constant), Environmental benefits, Complaint redressal, Website Layout, Privacy Risk, Ease of Use					

Table 5: It can be seen that the multiple correlation (R) is .807, with a corresponding value of R Square of .651, suggesting that 65% of the variance of consumer's online buying behavior is described by set of predictors. R square change is also .651. The adjusted R square value is .644, and there is R square shrinkage as a result of including 5 predictors in the model.

The ANOVA table: 6 The regression model has five degrees of freedom since, that is the number of predictors in the model. The total degrees of freedom are: N-1 i.e. 286-1= 285, leaving 280 degrees of freedom for the error term. The model accounts for significant amount of dependent variable variance, $F(1, 280)= 104.261$, $p<.005$. is equal to regression variance divided by total variance, which is 196.111/301.444= .651 which is the same value as R square.

Table: 7 Coefficients[a]

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
	B	Std. Error	Beta			Zero-order	Partial	Part
1 (Constant)	.057	.192		.296	.767			
Website Layout	-.202	.041	-.209	-4.907	.000	.199	-.281	-.173
Ease of Use	.418	.051	.450	8.167	.000	.588	.439	.289
Privacy Risk	.351	.046	.357	7.591	.000	.601	.413	.268
Complaint redressal	.402	.045	.435	4.997	.000	.496	.286	.177
Environmental benefits	.301	.046	.315	4.115	.000	.485	.239	.145

a. Dependent Variable: Online_ Buying Behavior

Table 7: Four predictor variables are statistically significant ($p<.05$) in the model i.e. ease of use, privacy risk, complaint redressal and environmental benefits has the maximum correlation with the dependent variable of consumer's online buying behavior. This can also be understood from comparatively high values of standardized (beta) and unstandardized coefficients associated with these variables i.e. .418 & .450, .351 & .357, .402 & .435 and .301; .315 correspondingly.

9. Conclusion

In the light of results achieved four items. i.e., ease of use, privacy risk, complaint redressal and environmental benefits proved to be statistically significant too after Regression and Correlation analysis. All the four items are highly correlated to the dependent variable of consumer's online buying behavior. Hence, Accepting the (HA:2, HA:3, HA:4 and HA:5) alternate Hypotheses and rejecting the (HA:1) hypothesis i.e. due to negative correlation of website layout with consumer's online buying behavior.

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