

TO STUDY THE ELECTRONIC COMMERCE ADOPTION AMONG THE MARKETERS

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Abstract

The extensive and fast adoption of technology-based systems, particularly those connected to the Internet, is causing significant shifts in how businesses engage with one another and with their consumers. So, to understand electronic commerce adoption among the marketers this study was conducted. In this study, primary data is questionnaire based on the likely experience that the consumer had when purchasing the items online. For this study researcher try to reaches 200 respondents but only from 117 respondents, responses come. So, the actual number of respondents for this study is 117 marketers. Mainly the marketers were traders and the online marketer trader accounts for 41.02 percent. The highest proportion of marketers (35.04%) have a professional education. The crucial degree of economic motivation among marketers is either high or very high, with the former accounting for 35.04 and the latter for 32.74 percent of the total, respectively. The most significant degree of innovation among marketers is moderate, which accounts for 35.04 percent of the total, and high, which accounts for 24.78 percent of the whole. The level of electronic commerce adoption in the company's marketing department has been evaluated using a number of different characteristics, including the scope of the software, the inclusion of the time factor, the degree of complexity and integration, and the range of enablement.

Keywords: Electronic commerce, technology adoption and online marketing.

Introduction

We live in a constantly changing world, and this has an impact on our perception of time. There are no longer any isolated sections of the world, and it is no longer required to travel for months at a time to see relatives, meet someone, or get a letter from a distant location on the planet. With the Internet, almost anything can be performed in minutes with a few mouse clicks. The Internet has evolved into a vital component of modern human life, much as mushrooms have developed a symbiotic connection with tree roots, which benefits both parties in several different ways. Although it is impossible to articulate exactly what happens in numerical data, it alters the environment and speeds uptime. The Internet and online shopping have opened up new opportunities and given rise to whole new marketing businesses, strategies, and subcategories of products. It is the point at which digital marketing extended to embrace television and radio, and the Internet, which is now rich with powerful and simple promotional tools and social media. It created a highly competitive environment for businesses aspiring to be leaders in the digital space. The extensive and fast adoption of technology-based systems, particularly those

connected to the Internet, is causing significant shifts in how businesses engage with one another and with their consumers. These shifts are having a profound impact on the nature of these interactions. Indeed, it is commonly understood that selling items and services through the Internet has huge potential, and e-commerce has been exposed to a great deal of pressure, speculation, and criticism due to these developments. Possibly, internet technology will greatly influence almost every aspect of company operations in the future especially commerce by marketers. Thus, it is necessary to understand electronic commerce adoption among the marketers.

Literature review

Ching et al., (2004) demonstrated a hypothesis-testing methodology that links different decision-maker, innovation, and environmental variables with the likelihood to embrace online marketing from 84 companies.

Rahayu and Day (2015) discovered that the determinant elements that influence Indonesian SMEs in their adoption of e-commerce include perceived benefits, technology readiness, owners' innovativeness, owners' IT aptitude, and owners' IT experience.

Mahliza (2019) found that the external environment and perceived benefits affect how micro businesses use social media for e-commerce. The findings showed that the owner characteristics have no discernible impact on the uptake of e-commerce. It shows that social media-enabled ecommerce adoption by microbusinesses was motivated by perceived advantages and the external environment rather than by inherent knowledge and expertise in information technologies. The use of e-commerce has also shown to have a positive impact on the financial performance of tiny firms. Micro businesses that use social media for e-commerce report higher earnings, more product sales, and increased marketing opportunities.

According to Daniel and Grimshaw (2002), smaller businesses adopted e-commerce to a higher extent than their bigger counterparts due to its usage for responding to competitors, delivering improved customer services, and developing relationships with suppliers. Larger enterprises only showed stronger interest in implementing e-commerce in the area of increased operational efficiency. The study also discovered that, in all areas examined, smaller businesses claimed they had reaped higher benefits from their e-commerce services than did the larger firms.

According to Rahayu and Day (2017), the bulk of them are still in the early stages of e-commerce adoption. They mostly use e-commerce for marketing, purchasing, and procurement purposes. The top six e-commerce benefits cited by these SMEs were "expanding market reach," "increasing sales," "better external communication," "enhanced company image," "improved speed of processing," and "increased employee productivity." This study also demonstrates that SMEs with higher e-commerce adoption levels gain more from it than SMEs at lower adoption levels.

According to Makame et al. (2014), technology infrastructure has a significant role in the adoption of e-commerce, and national policy actions are crucial for fostering online trust and enhancing Tanzania's technological infrastructure. Therefore, through national policy efforts like

e-commerce promotion, government policy makers need to promote the presence of solid technological infrastructure and foster public confidence in it.

Jain and Jain (2011) Satisfaction with previous online purchases, a preference for recreational shopping, education, and income stand out as key variables influencing previous online purchases by consumers. Only three consumer-related criteria, namely past online shopping satisfaction, past online shopping frequency, and education, are discovered to be significant predictors of future intentions to purchase online. Among other product attributes, it has been discovered that price is inversely correlated with consumer future online buy intentions. Consumers were relatively willing to acquire services with a strong intangible value proposition online, but they are less certain about their intentions to purchase "often purchased things" online. Consumer adoption of e-commerce is influenced by some consumer and product attributes. The results of the study have fascinating ramifications for marketers. When developing their e-marketing strategies, they must pay enough attention to consumer and product features.

Method

In this study, both primary and secondary sources of data were used. The study also includes taking of specific information through the preparation of the questionnaire. The primary data is questionnaire based on the likely experience that the consumer had when purchasing the items online. The secondary data, on the other hand, is based on an analysis of the literature, a magazine, a newspaper, numerous narrated articles, and other web services. For this study researcher try to reaches 200 respondents but only from 117 respondents, responses come. So, the actual number of respondents for this study is 117 marketers,

Result and discussion

In the current study, mainly the marketers were traders, the online marketer trader accounts for 41.02 percent of the total while marketers which were producer has lowest number as given in table number 1. The amount of education held by marketers is a factor that impacts the degree to which internet marketing is adopted in real life. It provides additional opportunities for exposure to and participation in cutting-edge ideas and procedures. In comparison to other marketers, those with a higher educational background could choose to focus on innovation. Therefore, the degree of education is one of the profile characteristics that are provided for the marketers. The levels of education attained by them are limited to those of elementary school, high school diploma, undergraduate degree, graduate degree, and professional degree (Table 2). The highest proportion of marketers (35.04%) have a professional education, while the next highest proportion (22.91%) of marketers have a post-graduate degree. The most essential level of education for the lesser experienced is an undergraduate degree, which accounts for 32.20 percent of the total, followed by a professional degree, which accounts for 30.51 percent. Postgraduate study and professional education make up 31.03 and 39.66% of the total for higher education respectively. These two degrees of education are known as postgraduate study and

professional education. Thus, in study, the most valuable levels of education for marketers are professional degrees and post-graduate degrees.

Table 1: Types of Marketers

SI.No.	Marketers	Number of Marketers		Total
		Lesser Experienced	Higher Experienced	
1.	Producers	10	23	33
2.	Traders	17	21	48
3.	Service providers	22	14	36
	Total	59	58	117

Table 2: Level of Education among the Marketers

Sl. No.	Level of education	Number of marketers		Total
		Lesser Experienced	Higher Experienced	
1.	School level	3	3	6
2.	Diploma level	2	3	5
3.	Under-graduation	19	11	30
4.	Post-graduation	17	18	35
5.	Professional	18	23	41
	Total	59	58	117

Table 3, help in understanding the economic motivation among the marketers because the economic motive of marketers is one of the essential elements in establishing the personality of

marketers. The crucial degree of economic motivation among marketers is either high or very high, with the former accounting for 35.04 and the latter for 32.74 percent of the total, respectively. 16.24 percent of all marketers have a low or very low degree of economic motivation. The degree of economic incentive that is considered to be the most essential is very high among the lesser experienced, while it is considered to be high among the higher experienced. The proportion of lesser experienced marketers who report high and very high levels of motivation is equivalent to 67.79 percent of the total, whereas the proportion of higher experienced marketers who report same levels is equivalent to 67.24 percent of the total.

Table 3: Economic Motivation among the Marketers

Sl.No.	Level of Economic Motivation	Number of marketers		Total
		Lesser Experienced	Higher Experienced	
1.	Very high	21	17	38
2.	High	19	22	41
3.	Moderate	7	12	19
4.	Low	3	6	9
5.	Very low	9	1	10
	Total	59	58	117

The scientific perspective that is prevalent among marketers is indicative of the degree to which their company operates according to scientific principles. In addition to this, it reflects the amount of comprehension and participation required to implement the scientific ideas into their marketing endeavours. The following table 4 suggested that the level of scientific orientation is high among most of the marketers. The amount of adoption of new technologies and new methods of selling in a company’s marketing activities is a good indicator of the innovative mindset that permeates that company’s marketing professionals. In addition to that, it encompasses the implementation of innovative goods, strategies, and processes in online marketing.

As per table 5, the most significant degree of innovation among marketers is moderate, which accounts for 35.04 percent of the total, and high, which accounts for 24.78 percent of the whole. Twenty-five and a half percent of the total is made up of the various types of marketers who have low or extremely low levels of innovation. The percentage of lesser experienced marketers who fall within these two categories—moderate and high—respectively accounts for 32.76 and 27.59 percent of the total. The percentage of higher experienced marketers who fall into these two

categories—moderate and high—is respectively 37.28 and 20.03 percent of the overall number of 59 marketers.

Table 4: Scientific Orientation among the Marketers

Sl.No.	Level of Scientific Orientation	Number of marketers		Total
		Lesser Experienced	Higher Experienced	
1.	Very high	6	14	20
2.	High	8	17	25
3.	Moderate	16	18	34
4.	Low	21	4	25
5.	Very low	7	6	13
	Total	58	59	117

Table 5: Innovation among the Marketers

Sl.No.	Level of Innovativeness	Number of marketers		Total
		Lesser Experienced	Higher Experienced	
1.	Very high	11	12	23
2.	High	16	13	29
3.	Moderate	19	22	41
4.	Low	8	10	18
5.	Very low	4	2	6
	Total	58	59	117

The idea of acquisition is internally centered, emphasizing the desire and willingness of related to purchasing to integrate electronic commerce within their own operational procedures. The intention to support is thereby being evaluated after the firm has already recognized the technologies, or just before, due to the reason that details such as if the enterprise took an innovation or a new process can only ever be analysed in retrospect in a trans study. Shows the similarities happens over a long period as awareness, trust, and understanding grow, not immediately after hardware and software apps are delivered or installed. For this reason, it is reasonable to infer the further a particular “provisioning” has persisted and became a familiar with the company, the further “accepted” it is sure to be - the larger the degree of responsibility, which should be a crucial characteristic in any choice.

The level of electronic commerce adoption in the company’s marketing department has been evaluated using a number of different characteristics, including the scope of the software, the inclusion of the time factor, the degree of complexity and integration, and the range of enablement. On a scale from extremely high to very low, the marketers are asked to evaluate the aforementioned five factors. Very high, high, moderate, and low are the possible responses. On these scales, one would get a score of five, four, two, or two points, respectively. The calculation of the mean score for each component of electronic commerce adoption has been done in order to illustrate how significant it is that the current level of adoption of electronic commerce. The one-way analysis of variance was carried out so that a comparison may be made between the three groups of marketers to see whether or not there is a significant difference in their perspectives on the current stage of electronic commerce adoption. Since the Cronbach alpha is 0.8104, the seven dimensions that were included in the analysis of the current state of electronic commerce adoption by marketers describe EC adoption to the extent of 81.04 percent. Since the respective mean scores for extent of deployment and range of enablement are 3.2018 and 3.2696, it can be deduced that the lesser experienced marketers have a greater level of adoption for each of these aspects. Dimension of sophistication and integration, as well as degree of utilisation, are the two that stand out the most among higher experienced marketers due to the fact that their mean scores, respectively, are 3.8641 and 3.6189. Due to the reason that its separate t facts and figures are considerable now at five level, this has been determined that there must be a distinction between the two gatherings of marketing professionals in terms of the new state of electronic commerce parenthood with respect to the interpretation of implementations, level of use and, amount of pleasure, measurement of expertise and interconnection, and ballpark of integration.

Table 6: State of Electronic Commerce Adoption among the Marketers

Sl.No.	Components of adoption of Electronic Commerce	Number of marketers		t-statistic
		Lesser Experienced	Higher Experienced	
1.	Extent of deployment	3.2018	2.8183	-1.9869*
2.	Level of usage	3.0761	3.6189	-2.0334*
3.	Level of satisfaction	2.4685	3.5186	-3.1446*
4.	Installation of hardware and software	2.5611	2.9192	-12447
5.	Incorporation of time factor	3.1092	2.6664	0.9969
6.	Dimension of sophistication and integration	3.0146	3.8641	-3.5417*
7.	Range of enablement	3.2696	2.5689	2.7165*
Overall reliability: 0.8104				

Conclusion

In the current study, mainly the marketers were traders, the online marketer trader accounts for highest percent of the total while marketers which were producer has lowest number. The amount of education held by marketers is a factor that impacts the degree to which internet marketing is adopted in real life. It provides additional opportunities for exposure to and participation in cutting-edge ideas and procedures. In comparison to other marketers, those with a higher educational background could choose to focus on innovation. The crucial degree of economic motivation among marketers is either high or very high. The scientific perspective that is prevalent among marketers is indicative of the degree to which their company operates according to scientific principles. In addition to this, it reflects the amount of comprehension and participation required to implement the scientific ideas into their marketing endeavours. The amount of adoption of new technologies and new methods of selling in a company's marketing

activities is a good indicator of the innovative mindset that permeates that company's marketing professionals. In addition to that, it encompasses the implementation of innovative goods, strategies, and processes in online marketing. The most significant degree of innovation among marketers is moderate. The idea of acquisition is internally centered, emphasizing the desire and willingness of related to purchasing to integrate electronic commerce within their own operational procedures. The intention to support is thereby being evaluated after the firm has already recognized the technologies, or just before, due to the reason that details such as if the enterprise took an innovation or a new process can only ever be analysed in retrospect in a trans study. The level of electronic commerce adoption in the company's marketing department has been evaluated using a number of different characteristics, including the scope of the software, the inclusion of the time factor, the degree of complexity and integration, and the range of enablement.

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