

Success of Digital Marketing Model: Analysis for Buying Behaviour Practices of Medical Professionals

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Abstract

Purpose – The purpose of this paper is twofold. First, is to evaluate the impact of digital marketing on the Buying behaviour Practices of medical professionals; and second, is to investigate the success factors of Digital Marketing model.

Methodology – The study employs a survey analysis for 547 Medical Professionals in Haryana, India, to determine the extent of their Purchasing Behaviour Practices via Digital Marketing through a standard structured questionnaire. The study employs the Step-wise Regression technique to identify the most relevant predictors of the Digital Marketing model.

Findings – The Predictors are Buying Behaviour practices, User friendly, Previous Buying Behaviour, Success Factors and Hindrance Factors of Digital Marketing model. Further, these predictors have been summarized each with the demographic forces as Dependent Variables i.e. Gender, Marital Status and Highest Qualifications respectively. The overall results depict that all the Models are having a significance impact on the Buying Behaviour Practices of Medical Professionals and contribute to the Success of Digital Marketing.

Originality – The success of digital marketing model for analyzing the buying behaviour practices of medical professionals with five predictors and there demographic factors as dependent variable has provided insights which add new knowledge to the extent of digital marketing techniques adopted by medical professionals and buying behaviour literature.

Keywords: Digital Marketing, Medical Professionals, Regression Analysis, Model fit, Buying Behaviour.

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Introduction

Marketing is often defined as the process by which a company communicates, connects, and engages with its target audience in order to communicate the value of its products and, eventually, sell them. However, as technology has progressed, it has become increasingly vital for businesses to build more meaningful and long-term relationships with the people who want to buy their goods and services. The fragmented media ecosystem poses a barrier to marketers' ability to connect, but it also offers a huge opportunity to explore new territory. People's perspectives on life have shifted in the twenty-first century. Increased internet

connectivity has resulted from technological innovations. Businesses' perceptions of marketing have shifted as a result of the development of digital techniques. The term "digital marketing" refers with the use of the internet to increase brand awareness on a digital platform. The phrase "digital marketing" was coined in the 1990s. The digital age began with the advent of the internet and the development of the Web 1.0 platform. Users could find information on the Web 1.0 platform, but they couldn't share it. Marketers throughout the world were still wary of the digital medium. They weren't sure if their methods would work because the internet wasn't widely used at the time. In 2006, search engine traffic was estimated to have surged by over 6.4 billion in a single month, heralding the start of the digital marketing boom. Microsoft, not wanting to be left behind, shelved MSN in favor of Live Search, a direct competitor to Google and Yahoo. Web 2.0 enabled users to communicate with other users and businesses. Others began to refer to the internet as a "super information highway." As a result, the volume of information flowing through channels used by digital marketers increased considerably.

Social networking sites are now appearing. MySpace was the first social networking site to emerge, closely followed by Facebook. Many companies saw that all of these new websites were opening up new channels for marketing their products and brands. It signified the beginning of a new chapter in the company's history by opening up new business opportunities. Now that they had more resources, they needed new strategies to sell their businesses and leverage on the social networking platform. The internet marketplace is ever-changing. A Digital Marketing specialist must figure out how to keep up with the developments. They must be able to identify new trends and the creation of more intelligent Search Engine Algorithms. After all, no one can afford to fall behind in this race. Online reviews are a critical social communication channel via which purchasers obtain brand-related information. The product experiences of previous customers are represented in online reviews [1]. At its most basic, digital marketing refers to advertising delivered via digital channels like as search engines, websites, social media, email, and mobile apps. Digital marketing is a method of endorsing goods, services, and brands using online media channels. When it comes to product research, consumers rely heavily on online resources.

Around 2013, the term "digital marketing" became more prevalent. According to marketing insights from Think with Google, 48% of customers start their search on search engines, 33% on brand websites, and 26% on mobile applications. While traditional digital marketing comprises of a vast network of channels into which marketers must simply connect their brands, internet advertising is far more complex than the channels themselves. Marketers must delve deep into today's broad and sophisticated cross-channel world to uncover tactics that have an impact through engagement marketing in order to comprehend the true potential of digital marketing. The practice of building meaningful relationships with new and returning clients based on data gained over time is referred to as engagement marketing. By engaging customers in a digital context, you can improve brand awareness, establish yourself as an industry thought leader, and put your company on the map. Marketers can profit from gaining a better understanding of their clients.

The Impact of Digital Marketing on Decision Making

Consumers have become researchers in recent years as a result of the ease with which the Internet is used. Digital content has made users more educated, motivated, and overwhelmed. Every business sells its products through digital media. Before making an online purchase, customers may quickly check and compare products. The relationship with the brand and online influencers has a significant impact on the choice to purchase a specific product. Clients trust digital word of mouth the most. Word of mouth is

disseminated in today's digital world through the use of consumer feedback, influencer recommendations, scores, and so on. Before making a purchase decision, customers are assured of researching what current brand consumers recommend regarding the product/service. Customers are not afraid to experiment with new products or services. Consumers have been leery of changing the labeling they have used for years in recent days. Things, however, have changed through time. In recent years, business thought has grown tremendously. They are more responsive than ever before to higher-quality things and brands. All of this was only feasible because of digital marketing, which made it easier for these new brands to reach consumers. Previously, brand loyalty was a huge issue. Customers rarely change labels. Customers can now switch brands if the new one has better apps. With so many options on the market, customer involvement is challenging and switching is rapid. Customers are now tolerant to a large extent. Finally, today's shoppers are not in the mood to bargain or compromise. If they have any questions or complaints, we expect to respond quickly. We publicly express their opinions and perspectives on digital platforms that have the capacity to make or break a company's reputation in seconds. In general, users rapidly trust unfavorable news / feedback, with only a few exceptions giving positive feedback. However, a lot of competitors take advantage of this by utilizing false identities to post critical comments on their company websites. This is feasible with a robust online reputation management (ORM) strategy, in which consumer interactions can possibly transform a negative image into a positive one. In today's modern world, where the internet is ubiquitous, businesses must often rethink how they market their products or services in order to keep up with the trend. They will struggle to thrive if they continue to use outmoded marketing methods that cannot keep up with the latest trends [2].

Digital marketing has carved out a distinctive position in our lives in today's society, as well as a particular support network for front-line troops in the case of a pandemic. Medical professionals are among those who do not have enough time to go shopping on a daily basis, which is why digital marketing tactics use digital technology to assist them in their buying.

Review of Literature

Every producer uses a variety of digital tactics to launch and sell their goods in today's market. As we all know, digital marketing strategies make it easy for every customer to purchase a product, but it makes it tough for every manufacturer to implement all digital marketing techniques for product promotion in today's competitive market. In this digital era of marketing, it is much more difficult for retailers to make a profit because they must pay considerably more than conventional methods of promotion. Because all medical professionals are quite busy with their schedules during this pandemic, they are adopting these tactics for daily needs, just as we are.

The End User Computing Satisfaction (EUCS) and User Information Satisfaction (UIS) models are used in e-commerce to measure customer satisfaction. Both of these models, however, are ineffective since they are aimed at either a traditional data processing approach or a computing environment for end users. Y. S. Wang et al. [3] established a thorough strategy for assessing online customer information satisfaction (CIS). The technique for collecting data, creating items, and purifying a multiple item scale was outlined by the authors. Using quota sampling, the authors collected data from 520 adults. By examining the collected data, the authors looked for evidence of content validity, reliability, convergent validity, criteria related validity, nomological validity, and discriminant validity. Finally, the authors built the proposed model's norms and showed the model's applications for researchers and practitioners. C. Park et al. [4] Between Korea and

America, customers' perceptions of internet innovativeness, internet usage, internet buying behaviors', and perceived hazards of internet buying were evaluated. Customers' online purchase behaviour was influenced by several factors, according to the authors. The authors used a regression model to assess the parameters and found that while there were substantial variations in the perceived dangers of internet purchasing and internet usage, there were no significant differences in online buying behaviour between American and Korean customers. U. Dange et al. [5] Consumers' purchasing motivations for internet shopping have been established. According to the author, clients are attracted to complete product information and higher service quality, which causes them to switch from traditional to online shopping. Online shopping has exploded in response to the shift in consumer behaviour. The authors looked at several models in the literature and developed a model that is based on variables, filtering aspects, and purchasing motivations based on their findings. The authors proposed a number of prospective research areas for scholars to look into. Customers use their computers to access web stores and purchase things from businesses. Customers' buying behaviour is influenced by a number of things. Z. M. Jusoh et al. [6] used a questionnaire to gather data and used the convenience sampling method to observe the effect of factors on consumer purchasing behaviour. The authors employed ANOVA to examine the differences between independent and dependent variables, as well as Pearson's correlation to examine the relationship between the two. G. H. Prasad [7] identified characteristics that influence purchasing behaviour for a certain retail location. Customers have differing opinions about retailing sectors when it comes to product selection. The author conducted a survey at a specific clothing store and assessed the results using factor analysis, KMO, and Barrlett's test. Customers' garment purchasing behaviour is influenced by pricing, discount, value for money, customer trust, durability, availability of choice, and store customer behaviour, according to the author. J. Cha [8] discussed the various requirements for using digital platforms for shopping by people of various ages and perceptions. The author's research was based on both actual and virtual shopping. The author conducted study on college students who served as respondents and completed the survey. Ease of use, utility, privacy, and security are all aspects of internet buying. Gender and social norms, according to the author, are determinants of virtual item purchase other elements that influence buying intent, according to the author. The author identified a few criteria that can indicate whether or not someone will buy something online. Yuliharsi et al. [9] In Malaysia, researchers looked into the elements that influence students' purchase decisions when they shop online. The following are the most important factors: simplicity of use, utility, privacy, compatibility, beliefs, security, and attitude. The authors used the technology acceptance model (TAM) to get to the conclusion that utility and convenience of use are the two most important factors influencing a student's purchasing decision. The authors also used the theory of reasoned action (TRA) and produced a model for predicting client purchasing power. The authors created nine hypotheses, and after examining the results, they discovered that seven of them support the findings. L. Dongwon et al. [10] To forecast the behaviour of consumers purchasing online, the e-Commerce Adoption Model (e-CAM) was proposed. The authors incorporate the perceived risk and acceptability model to explain e-Commerce adoption. They looked at the aspects that influence a customer's purchase decisions. They used the SEM technique to validate their proposed model, and they recommended that businesses who use the e-commerce facility for their products and services evaluate the characteristics they listed in order to forecast consumer adoption behaviour. L. Voinea et al. [11] On the basis of attitude and choices, researchers contrasted current consumer behaviour to that of customers prior to the crisis. Consumers used to seek things that were convenient for them, but today they choose products that are real and have a long history in the market. H. Uzun et al. [12] investigated the factors that influence consumers' perceptions of e-commerce and discovered a link between e-loyalty and e-

satisfaction. The writers studied the literature to establish the elements influencing customers' online purchase decisions. The authors proposed seven hypotheses based on consumers' prior e-commerce experience. The authors created a questionnaire and distributed it online to 200 persons chosen at random, only 104 of who responded. The authors studied the data and found a link between consumer pleasure and future purchase intent, which reflects customer loyalty. M. H. Hosseini et al. [13] outlined the key success criteria that influence Online Customer Satisfaction in Iran. As antecedents of user happiness, the authors listed security quality, information quality, navigation, aesthetics, return ability, site design, reliability, customer service, and personalization. They performed a survey of 160 Iranian university undergraduates who had made an online purchase, collecting data using a questionnaire and analyzing it with SPSS software. The authors found that the characteristics stated have a beneficial impact on online consumer satisfaction. There are numerous benefits to online purchasing, including the ability to order and pay at any time because there is no time limit. Two-way conversations between the company and the client are feasible with the use of online banking. These days, marketing is done not only for the purpose of raising sales, but also to improve brand image, raise awareness, and provide services to clients in order to increase their level of happiness. Customers save time when they shop online, according to C. D. Purthi et al. [14]. According to the authors, this marketing strategy saves money because supply chain components are reduced. There has been a significant influence on corporations, companies, and business due to the recent economic downturn. The Covid-19 epidemic is also exacerbating the problem. The economy in Covid-19 is further harmed by activities such as lockdown, social distance, and only partially opening company sites. As the entire planet is affected by the pandemic, these impacts are visible around the globe. As a result, the global survival of business is a crucial issue. With the use of digital marketing tactics, H. Kaur [15] identified how many firms survive and thrive in pandemic situations. Consumer happiness on the internet is linked to customer loyalty. G. T.R. Lin et al. [16] investigated the relationship between customer satisfaction and loyalty. The author used structural equation modeling to examine the online shopping habits of Taiwanese citizens (SEM). The author demonstrated that there is a direct link between customer satisfaction and loyalty, that website service quality is directly related to customer satisfaction and loyalty, and that internal factors such as specific hold up costs are also directly related to loyalty but cannot directly influence customer satisfaction. The author presented the findings and their implications for shopping website design, as well as suggestions for how to improve the website shop. O. Ogunlana et al. [17] investigated the issues of small businesses. The writers suggest three marketing strategies: website construction, e-marketing campaign software, and web services. The authors evaluated the performance of web technologies used by small enterprises and proposed additional features to improve performance, speed, and security. M. Pilik et al. [18] investigated the elements that influence online customers' purchasing behaviour. The authors conducted a thorough literature review and discovered that trust and security are the most important elements influencing customers' decision to shop online. The authors conducted a survey for business to customer markets and discovered that online shopping is concerned with customer fear, which leads to a loss of consumer trust and, as a result, influences online customers' purchasing decisions. The study was done among people aged 16 to 34, and the authors noted that the results could alter if the survey were conducted among people of various ages. The extent to which Mobile Augmented Reality (MAR) apps can impact user attitudes and shopping behaviour was studied by H. Qin et al. [19]. It investigates the impact of user experience on customer perceptions of hedonic and utilitarian enjoyment, as well as in formativeness and convenience of use. The findings show that pleasure and in formativeness are strongly linked to the use of MAR apps. Consumers were more likely to have a favorable affective response when they thought the MAR app was pleasant, informative, and

contributed to information acquisition. In practice, it delivers insights into MAR usages, which benefits both consumers and MAR app creators, as well as influencing marketing strategy. Digital advertising, also known as online advertising, Internet advertising, or web advertising, is a type of marketing and advertising that sends promotional messages to customers via the Internet. The best approach to communicate with customers is through online advertising. Customers are more informed about the brands available in the market and the diversity of products that are valuable to them. T. S. Zari[20] examined several types of digital advertising, as well as their effectiveness and effects on customer behaviour. The study sample consisted of one hundred customers who were chosen at random to investigate the influence of digital advertising. According to the findings of this study, the use of digital advertising is on the rise.

The creation of hypotheses and the theoretical underpinnings

On the basis of literature review the following five predictors as independent with each of twelve variables are identified which are as follow

Buying Behaviour Practices (BBP): Buying behaviour practices deals with the information [21- 23] .Buying behaviour practices having twelve variables which are following:

- a) It is convenient for buying(BBP1)
- b) It encourages routine buying response(BBP2)
- c) It enhances efficiency(BBP3)
- d) It persuades spontaneous buying(BBP4)
- e) It is easy to navigate(BBP5)
- f) Digital channel consciousness is attained(BBP6)
- g) It builds a habitual pattern of buying(BBP7)
- h) Variety seeking is presented(BBP8)
- i) Home delivery is obtainable(BBP9)
- j) Diversity is supported(BBP10)
- k) Concessional prices are inspiring(BBP11)
- l) Satisfaction is achieved(BBP12)

User Friendly Buying Behaviour (UFBB): User friendly buying behaviour practices deals with the information [21, 24-26] User friendly buying behaviour practices having twelve variables which are following:

- a) It is easy to use(UFBB1)
- b) It is easily accessible(UFBB2)
- c) It is focused towards site search(UFBB3)
- d) Visual appeal is striking(UFBB4)
- e) It is attractive towards the prominence of products (UFBB5)
- f) It is controllable in assisting decision making(UFBB6)
- g) Comparisons are observable(UFBB7)
- h) Customized needs are crafted(UFBB8)
- i) Detailed features of products are measurable(UFBB9)
- j) Customer Care support is accessible(UFBB10)

- k) Actual information of the products is determined(UFBB11)
- l) Interactivity is highly admired(UFBB12)

Previous Buying Behaviour Practices (PBBP): Previous buying behaviour practices deals with the information [21, 27-28]. Previous buying behaviour practices having twelve variables which are following:

- a) Frequency of buying was adequate(PBBP1)
- b) Performance of the product was admirable (PBBP2)
- c) Familiarity with existing brands(PBBP3)
- d) Increase in the expectation(PBBP4)
- e) Fulfillment of needs (PBBP5)
- f) Loyalty towards products (PBBP6)
- g) Experience was good (PBBP7)
- h) Availability was on time(PBBP8)
- i) Service was good(PBB9)
- j) Retention of the brands (PBBP10)
- k) Referral is communicated(PBBP11)
- l) Delivery was good(PBBP12)

Success Factors (SF): Success factors deals with the information [21, 29-31]. Previous buying behaviour practices having twelve variables which are following:

- a) Excessive time is saved(SF1)
- b) Have continuous feedback / reviews(SF2)
- c) Large quantities of offers are available(S31)
- d) Security is maintained(SF4)
- e) A lot of Varieties are existing(SF5)
- f) Information search is valuable(SF6)
- g) It is easy to measure(SF7)
- h) Global existence is presented(SF8)
- i) It is easy to share(SF9)
- j) Clear understanding about products(SF10)
- k) Openness is supportive(SF11)
- l) Standard of living is enhanced(SF12)

Hindrances Factor (HF): Hindrance factors deals with the information [21, 31-33]. Previous buying behaviour practices having twelve variables which are following:

- a) Privacy is an issue(HF1)
- b) Lot of complaints(HF2)
- c) Transaction issues are there (HF3)
- d) Misleading of information(HF4)
- e) Dependability on technology(HF5)
- f) High competition creates confusion(HF6)
- g) Issues of internet connectivity(HF7)

- h) Occurrence of antibrand activities(HF8)
- i) Pricing wars are deceptive(HF9)
- j) Addiction toward digital platforms(HF10)
- k) Time consumption used is enormous(HF11)
- l) Issue of Technical snags(HF12)

The Dependent variables for this study are Gender, Marital status of respondents and HighestQualification.

Research Gaps

As per the review of literature the study's pertaining to purchasing behaviour practices by medical professionals through digital marketing, which is relatively limited, and medical professionals were not analyzed. Following a review of the literature, five factors influencing medical professionals' purchasing behaviour practices are identified, with twelve variables in each aspect for the goal of constructing a digital marketing model.

Objectives of the Research

1. To classify Important Factors with variables for the construction of a Digital MarketingModel for Medical Professionals in selected districts of Haryana.
2. To create a Digital Marketing Model based on important Factors related to MedicalProfessionals.

Materials and Methods

The study was carried out in Haryana, a progressive state, and this research piece focuses on a survey analysis of Haryana's five districts. viz Ambala, Gurugram, Hisar, Panchkula, and Yamuna Nagar respectively.

Measures Development: The demographic information of the respondents is requested in the first section of the questionnaire. The second half of the questionnaire contains five Factors and a total of 12 variables each. The Factors' variables were graded on a Likert scale of 1 to 5, with 1 indicating "strongly disagree" and 5 indicating "strongly agree."

Sampling Technique: The sampling Technique for this study will be multistage random sampling because there is infinite population of Medical Professionals. It is based on stratified sampling technique for which the subset of population that is used will represent the entire population respectively. Data on 547 medical professionals was collected from these districts using a well-structured questionnaire for covering all the critical factors which are as predictors that i.e Buying Behaviour Practices, User Friendly Buying Behaviour, Previous Buying Behaviour Practices, Success Factors and Hindrances Factor with twelve variables for each of these predictors for the development of Digital marketing Model. Duration of Data collection was from January 2021 to November 2021. The total variable's reliability value is 0.989.

Table-1: Demographic Profile

Dependent Factors		Frequency	Percentage
No. of Districts	Ambala	111	27.8
	Gurugram	152	20.3
	Hisar	55	10.1
	Panchkula	102	18.6
	Yamuna Nagar	127	23.2
	Total	547	100
Gender of Respondents	Male	350	64
	Female	197	36
	Total	547	100
Age Group of Respondents	Below-30	60	11
	31-45	227	42
	46-50	210	38
	Above-50	50	9
	Total	547	100
Marital status	Married	454	83
	Unmarried	93	17
	Total	547	100
Highest Qualification	Graduate	8	1.5
	Post graduate	186	34
	P.G diploma	216	39.5
	Others	137	25
	Total	547	100
Monthly Income	Below-50000	48	8.8
	50000-100000	24	4.4
	100000-150000	39	7.1
	Above-150000	432	79
	Can't say	4	0.7
	Total	547	100

As per Table-1, five districts in Haryana were chosen based on the Demographic Profile for this Study. This survey included 36 percent female medical professionals and 64 percent male medical professionals. Married medical professionals between the ages of 31 -45 have the highest percentage of contributions from these districts, and with their higher percentage of monthly income, they are still actively participating in decisions related to purchasing from digital platforms and effectively promoting digital marketing techniques. This implies that in this pandemic condition, the majority of purchasing decisions are made by male medical Professionals, as is the frequency of purchasing decisions made by married persons, as well as the age group of 31–45, which has the largest frequency value.

Hypothesis of the Research

Based on the research objective, a literature survey was conducted, and the following hypotheses were developed based on the relevant theories researched with the help of three dependent and five independent factors.

- H_{01} : There is no relationship between Gender and Buying behaviour Practices of Medical Professionals.
- H_{02a} : There is no relationship between Gender and User friendly behaviour Practices of Medical

Professionals.

- H_{03a} : There is no relationship between Gender and Previous Buying behaviour Practices of Medical Professionals.
- H_{04a} : There is no relationship between Gender and Success factors of buying behaviour Practices of Medical Professionals.
- H_{05a} : There is no relationship between Gender and Hindrance factors of buying behaviour Practices of Medical Professionals
- H_{01b} : There is no relationship between Marital Status and Buying behaviour Practices of Medical Professionals.
- H_{02} : There is no relationship between Marital Status and User friendly Buying behaviour Practices of Medical Professionals.
- H_{03b} : There is no relationship between Marital Status and Previous buying behaviour Practices of Medical Professionals.
- H_{04b} : There is no relationship between Marital Status and Success factors of buying behaviour Practices of Medical Professionals.
- H_{05b} : There is no relationship between Marital Status and Hindrance factors of buying behaviour Practices of Medical Professionals
- H_{01} : There is no relationship between highest qualification and buying behaviour Practices of Medical Professionals.
- H_{02c} : There is no relationship between highest qualification and User friendly Buying behaviour Practices of Medical Professionals.
- H_{03} : There is no relationship between highest qualification and previous buying behaviour Practices of Medical Professionals.
- H_{04} : There is no relationship between highest qualification and Success factors of buying behaviour Practices of Medical Professionals.
- H_{05c} : There is no relationship between highest qualification and Hindrance factors of buying behaviour Practices of Medical Professionals.

H_{01a} - H_{05a} : These hypotheses demonstrate that there is no relationship between one dependent variable (gender) and five independent factors: buying behaviour practices, user-friendly buying behaviour practices, previous buying behavior, success factors, and hindrance factors. It reflects the gender of medical professionals, who might be male or female, in their buying decision process from digital techniques without affecting the variables of buying behaviour practices, user-friendly buying behaviour practices, previous buying behavior, success factors, and hindrance factors.

H_{01b} - H_{05b} : These hypotheses demonstrate that there is no relationship between one dependent variable (Marital status) and five independent factors: buying behaviour practices, user-friendly buying behaviour practices, previous buying behavior, success factors, and hindrance factors. It reflects the gender of medical professionals, who might be male or female, in their buying decision process from digital techniques without affecting the variables of buying behaviour practices, user-friendly buying behaviour practices, previous buying behavior, success factors, and hindrance factors.

H_{01c} - H_{05c} : These hypotheses demonstrate that there is no relationship between one dependent variable (Highest Qualification) and five independent factors: buying behaviour practices, user-friendly buying

behaviour practices, previous buying behavior, success factors, and hindrance factors. It reflects the gender of medical professionals, who might be male or female, in their buying decision process from digital techniques without affecting the variables of buying behaviour practices, user-friendly buying behaviour practices, previous buying behavior, successfactors, and hindrance factors.

Data Analysis:

The analysis will be done using the statistical software SPSS version 25 and Excel. In this study, Descriptive statistics, ANOVA, correlation and step-wise regression techniques were adopted

Table-2: Cronbach's Value

Factors	Cronbach's Value
Buying Behaviour Practices(BBP)	0.964
User Friendly Buying Behaviour(UFBB)	0.937
Previous Buying Behaviour Practices(PBBP)	0.965
Success Factors(SF)	0.961
Hindrance Factors(HF)	0.956

According to the Table-2 the reliability values for the five predictors are as follows: Buying Behaviour Practices with 0.964, User-Friendly Buying Behaviour with 0.937, Previous Buying Behaviour Practices with 0.965, Success Factor with 0.961, and Hindrances Factor with 0.961, respectively. It's positive for the model's development process. In general, all the Cronbach's alpha values are greater than 0.9, which is acceptable. Cronbach's alpha was also used in this study. It was used to investigate and assess the variables internal consistency, efficiency, and dependability. It was used to determine the trustworthiness of the results. Internal consistency refers to the study's elements in this measurement based on correlations between them. Furthermore, Cronbach's alpha is commonly used to assess the average of test items that can be investigated as well as their correlations. SPSS software, in particular, is used to assess the dependability of the data collected finally; there is consistency of the present and selected generic scales. Cronbach's alpha confirms the conditions, which should more than the permissible scale of 0.70 [34].

Table-3: Descriptive Statistics

Factors	Variables	Mean	Standard deviation
Buying Behaviour Practices	It is convenient for buying	4.23	1.06
	It encourages routine buying responses	4.17	1
	It enhances efficiency	4.22	1.05
	It persuades spontaneous buying	4.26	1.01
	It is easy to navigate	4.22	1.02
	Digital channel consciousness is attained	4.24	0.97
	It builds a habitual pattern of buying	4.27	1.01
	Variety seeking is presented	4.29	0.94

	Home delivery is obtainable	4.35	0.99
	Diversity is supported	4.21	0.95
	Concessional prices are inspiring	4.19	0.99
	Satisfaction is achieved	4.31	0.97
Friendly Buying Behaviour	It is easy to use	4.34	0.96
	It is easily accessible	4.24	0.99
	It is focused towards site search	4.32	0.92
	Visual appeal is striking	4.19	0.97
	It is attractive towards the prominence of products	4.27	0.98
	It is controllable in assisting decision making	4.25	2.01
	Comparisons are observable	4.23	0.98
	Customized needs are crafted	4.26	0.98
	Detailed features of products are measurable	4.25	0.96
	Customer Care support is accessible	4.22	0.99
	Actual information of the products are determined	4.15	1
	Interactivity is highly admired	4.21	1.06
	s Buying Behaviour Practices	Frequency of buying was adequate	4.2
Performance of the product was admirable		4.3	0.96
Familiarity with existing brands		4.24	0.92
Increase in the expectation		4.23	0.92
Fulfillment of needs		4.19	0.93
Loyalty towards products		4.2	0.98
Experience was good		4.2	0.97
Availability was on time		4.23	0.96
Service was good		4.31	0.96
Retention of the brands		4.26	1
Referral is communicated		4.23	0.96
Delivery was good		4.36	0.91
Success Factors	Excessive time is saved	4.33	0.93
	Have continuous feedback / reviews	4.34	0.94
	Large quantity of offers are available	4.31	0.93
	Security is maintained	4.3	0.86

	A lot of Varieties are existing	4.32	0.85
	Information search is valuable	4.3	0.91
	It is easy to measure	4.19	0.9
	Global existence is presented	4.3	0.97
	It is easy to share	4.24	0.95
	Clear understanding about products	4.29	0.92
	Openness is supportive	4.32	0.91
	Standard of living is enhanced	4.23	0.93
Hindrance Factor	Privacy is an issue	4.26	1.05
	Lot of complaints	4.07	1.05
	Transaction issues are there	4.13	1.02
	Misleading of information	4.12	1.02
	Dependability on technology	4.13	1.08
	High competition creates confusion	4.15	1.07
	Issues of internet connectivity	4.17	1.13
	Occurrence of antibrand activities	4.18	1.01
	Pricing wars are deceptive	4.23	0.95
	Addiction toward digital platforms	4.26	1.01
	Time consumption used is enormous	4.24	0.96
	Issue of Technical snags	4.19	1.01

Further the data was analyzed using descriptive analysis, which entailed summarizing or describing the descriptive evaluation of the factors as a study variable. Descriptive analysis of participant replies was also employed to determine the participant's evaluation criterion, which was done using average value scores. As an interval evaluation, the investigation's lowest and highest scores were determined, as indicated in Table 3. Both mean and standard deviation for each variable were calculated using the data from 547 respondents (Table 3).

The results were calculated using the greatest mean score of the variables related to purchasing behaviour decisions based on the responses of the respondents. Furthermore, the findings reveal that previous purchasing behaviour of medical professionals has an impact on the Digital marketing model, which is viewed as the most relevant variable. There doesn't appear to be any low mean scores. Participants believe that these variables have an impact because the mean scores are high. Finally, these studies revealed that medical professionals in Haryana have a strong association with purchasing decisions.

Table-4: ANOVA

DV	IV	Sources	Sum of Squares	df	Mean Square	F	Sig.	Hypothesis	
Gender	BBP	Regression	5.28	12	0.44	1.95	.027 ^b	Rejected	
		Residual	120.77	534	0.23				
		Total	126.05	546					
	PBBP	Regression	2.63	12	0.22	0.95	.498 ^b	Accepted	
		Residual	123.42	534	0.23				
		Total	126.05	546					
	UFBB	Regression	3.69	12	0.31	1.34	.192 ^b	Accepted	
		Residual	122.37	534	0.23				
		Total	126.05	546					
		SF	Regression	3.84	12	0.32	1.40	.162 ^b	Accepted

		Residual	122.21	534	0.23			
		Total	126.05	546				
	HF	Regression	4.46	12	0.37	1.63	.079 ^b	Accepted
		Residual	121.60	534	0.23			
		Total	126.05	546				
Marital Status	BBP	Regression	3.80	12	0.32	2.22	.010 ^b	Rejected
		Residual	76.05	534	0.14			
		Total	79.85	546				
	PBBP	Regression	3.64	12	0.30	2.13	.014 ^b	Rejected
		Residual	76.20	534	0.14			
		Total	79.85	546				
	UFBB	Regression	3.97	12	0.33	2.33	.007 ^b	Rejected
		Residual	75.87	534	0.14			
		Total	79.85	546				
	SF	Regression	4.54	12	0.38	2.68	.002 ^b	Rejected
		Residual	75.30	534	0.14			
		Total	79.85	546				
	HF	Regression	4.92	12	0.41	2.92	.001 ^b	Rejected
		Residual	74.92	534	0.14			
		Total	79.85	546				
Highest qualification	BBP	Regression	19.11	12	1.59	2.59	.002 ^b	Rejected
		Residual	328.17	534	0.61			
		Total	347.28	546				
	PBBP	Regression	14.83	12	1.24	1.99	.024 ^b	Rejected
		Residual	332.44	534	0.62			
		Total	347.28	546				
	UFBB	Regression	22.60	12	1.88	3.10	.000 ^b	Rejected
		Residual	324.68	534	0.61			
		Total	347.28	546				
	SF	Regression	20.95	12	1.75	2.86	.001 ^b	Rejected
		Residual	326.32	534	0.61			
		Total	347.28	546				
	HF	Regression	18.98	12	1.58	2.57	.003 ^b	Rejected
		Residual	328.29	534	0.61			
		Total	347.28	546				

Table-4 depicts the ANOVA test which reveals the imperative significance on each dependent factor i.e. Gender, Marital Status and Highest qualification respectively with every independent factor and the results reveal the testing of Null Hypothesis for identifying the relationship of Buying Behaviour Practices of Medical Professionals. Following are the results for testing of the hypothesis:

H_{01a} is rejected as such there is a positive association between the two Gender and buying behaviour Practices of Medical Professionals.

H_{02a} is accepted as such there is no relationship between Gender and Previous Buying behaviour Practices of Medical Professionals.

H_{03a} is accepted as such there is no relationship between Gender and User friendly behaviour Practices of Medical Professionals.

H_{04a} is accepted as such there is no relationship between Gender and Success factors of buying behaviour Practices of Medical Professionals.

H_{05a} is accepted as such there is no relationship between Gender and Hindrance factors of buying behaviour Practices of Medical Professionals

H_{01b} is rejected as such there is a positive association between the two Marital Status and buying behaviour Practices of Medical Professionals.

H_{02b} is rejected as such there is a positive association between the two Marital Status and Previous buying behaviour Practices of Medical Professionals.

H_{03b} is rejected as such there is a positive association between the two Marital Status and User friendly Buying behaviour Practices of Medical Professionals.

H_{04b} is rejected as such there is a positive association between the two Marital Status and Success factors of buying behaviour Practices of Medical Professionals.

H_{05b} is rejected as such there is a positive association between the two Marital Status and Hindrance factors of buying behaviour Practices of Medical Professionals

H_{01c} : is rejected as such there is a positive association between the two highest qualification and buying behaviour Practices of Medical Professionals.

H_{02c} : is rejected as such there is a positive association between the two highest qualification and User friendly Buying behaviour Practices of Medical Professionals.

H_{03c} : is rejected as such there is a positive association between the two highest qualification and previous buying behaviour Practices of Medical Professionals.

H_{04c} : is rejected as such there is a positive association between the two highest qualification and Success factors of buying behaviour Practices of Medical Professionals.

H_{05c} : is rejected as such there is a positive association between the two highest qualification and Hindrance factors of buying behaviour Practices of Medical Professionals

The degree and direction of a linear relationship between two variables can be determined via correlation analysis [35]. The intensity and relevance of their link are measured by the degree of correlation. To do so, a bivariate association was used, in which the Pearson correlation coefficient was calculated together with the degree of significance. A value of 1 or -1 indicates that the components can be identified accurately interchangeably, whereas a value of 0 indicates that they have no relationship. Multiple regression analysis is a statistical approach that allows researchers to examine the relationship between a single dependent variable and a large number of independent variables [36]. This gives information on the model's overall importance as well as the relative importance of each of the model's independent aspects. This study employs

multiple regression analysis to determine how strongly all variables in each facet influence medical professionals' buying decisions.

Table-5: Summary of Model

Summary of Model						
DV	IV	R	R Square	Adjusted RSquare	Error of theEstimate	Durbin-Watson
Gender	BBP	.205 ^a	0.04	0.02	0.48	1.53
	PBBP	.171 ^a	0.03	0.01	0.48	1.50
	UFB	.144 ^a	0.02	0.00	0.48	1.46
	SF	.175 ^a	0.03	0.01	0.48	1.50
	HF	.188 ^a	0.04	0.01	0.48	1.51
Marital status	BBP	.218 ^a	0.05	0.03	0.38	1.15
	PBBP	.223 ^a	0.05	0.03	0.38	1.12
	UFB	.214 ^a	0.05	0.02	0.38	1.10
	SF	.239 ^a	0.06	0.04	0.38	1.08
	HF	.248 ^a	0.06	0.04	0.37	1.11
Highest Qualification	BBP	.235 ^a	0.06	0.03	0.78	1.02
	PBBP	.255 ^a	0.07	0.04	0.78	1.04
	UFB	.207 ^a	0.04	0.02	0.79	1.03
	SF	.246 ^a	0.06	0.04	0.78	1.05
	HF	.234 ^a	0.05	0.03	0.78	1.06

According to Table -5, the model summary for Gender, Marital Status, and Highest Qualification as dependent variables with five independent factors provides the value of adjusted R square comprising of medical professionals exposes the predictors. The important determinants of buying behaviour practices, past buying behaviour practices, user-friendly buying behaviour practices, success factors, and hindrance factors were found using a regression technique using Gender as a variable comprising of medical professionals. The Durbin Watson index for buying behaviour practices is 1.53, previous buying behaviour practices is 1.50, user-friendly buying behaviour practices is 1.46, success factor is 1.50, and hindrance factor is 1.51. According to the regression model results, the Durbin Watson index for buying behaviour practices is 1.53, previous buying behaviour practices is 1.50, user-friendly buying behaviour practices is 1.46, success factor is 1.50, and hindrance factor is 1.51. The main predictors were discovered using marital status as a variable made up of medical Professionals. Buying behaviour Practices, Previous buying behaviour, user-friendly buying behaviour, success factors and hindrance factors. The Durbin Watson index for buying behaviour practices is 1.15, 1.12 for prior buying behaviour practices, and 1.10 for user-friendly buying behaviour practices, with a success factor of 1.08 and a hindrance factor of 1.11. The most important predictors were found using the highest qualification as a variable made up of medical experts. Buying habits, past buying habits, user-friendly buying habits, success factors, and hindrance factors The Durbin-Watson index value for buying behaviour practices is 1.02, prior buying behaviour practices is 1.04, user-friendly buying behaviour practices is 1.03, success factor is 1.05, and hindrance factor is 1.06. These values of Durbin Watson's are acceptable for the development of the digital marketing model on medical professionals' purchase behaviour.

Conclusion

Digital marketing is a stimulating and encouraging new platform for human interaction. This study looks at how augmented reality is being used in a variety of digital marketing applications and channels. The author assesses their obtained data using the *f* test, correlation among all variables of each component, and regression coefficients for each variable. The authors effectively used the digital marketing paradigm after discovering this outcome. In summary, this work adds to the current state of marketing literature by explaining how Medical Professionals evaluate the associated characteristics and properties of immersive user technologies. The findings also provide pragmatic validation for the increased interaction and vitality that influence customer behaviour. Despite the fact that the respondents are medical professionals from five Haryana districts, they are more comfortable with the technology. The study was carried out by the researcher using both online and paper surveys. In conclusion, fifteen assumptions in this study can be confirmed.

Future Area of Research

The Present Study Suggested that Digital marketing Model where Buying Behaviour Practices, User friendly Behaviour and Previous Buying Behaviour Practices, Success Factor and Hindrance Factor have emerged as important predictors. Further research can be focused on validation of suggested Digital marketing Model through the case studies of some Specific District Hospitals concerned medical Professionals. The Present Study is focused only on three Dependent Variables, i.e., Gender of Medical Professionals, Marital Status of Medical Professionals and Highest Qualification of medical Professionals.

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