

Study on comprehensive evaluation of factors which influence consumer purchase decision due to digitalization in Mirzapur City

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ABSTRACT

Digitalization has rapidly transformed consumer behaviour across India, with significant shifts observed in purchasing patterns, preferences, and decision-making processes. This study explores the impact of digitalization on consumer behaviour in Mirzapur, a prominent city in Eastern Uttar Pradesh. By analysing the adoption of digital platforms, e-commerce, and social media, this paper examines how digitalization has reshaped consumer choices, with an emphasis on younger demographics and evolving buying patterns. The findings suggest that increased internet accessibility, smartphone use, and digital payments have encouraged digital engagement, altering consumer behaviour and retail dynamics in Mirzapur.

Keywords: Digitalization, Consumer Behaviour, Mirzapur, E-commerce, Digital Payments, Social Media Influence.

INTRODUCTION

India's digital transformation has accelerated, especially post-COVID-19, impacting consumer habits and retail experiences. With the proliferation of digital platforms, consumer engagement has shifted significantly towards online shopping, digital payments, and virtual interactions. Mirzapur, a semi-urban area in Eastern UP, has witnessed remarkable growth in digital usage, reflecting broader national trends while also showing unique regional adaptations.

Background and Motivation

The motivation for this study arises from the need to understand the unique digital engagement patterns of consumers in smaller cities like Mirzapur. As consumers increasingly adopt digital channels for shopping and payments, understanding these behaviours can provide insights into broader consumer trends in semi-urban areas.

Objectives of the Study

1. To examine the extent of digital platform usage among consumers in Mirzapur.
2. To analyse how digitalization has influenced purchasing decisions, particularly in e-commerce and online retail.
3. To assess the role of digital payment methods in shaping consumer confidence and engagement.

LITERATURE REVIEW

The impact of digitalization on consumer behavior has been extensively studied in urban contexts, but smaller towns and cities, particularly in semi-urban regions, are under-researched. Prior studies emphasize that digital transformation

enhances consumer convenience, widens product choices, and encourages cashless transactions. Additionally, literature suggests that digital influence through social media has a notable effect on younger consumers' purchasing decisions.

Table 1: Literature Overview on Digitalization's Impact on Consumer Behavior

Study	Region	Key Findings
Singh & Kapoor (2023)	India	Noted a significant rise in online shopping and digital payments post-COVID.
Mehta (2022)	Tier-II Cities	Found that younger consumers in smaller cities prefer digital transactions due to convenience.
Chen et al. (2019)	Asia-Pacific	Highlighted increased digital influence in purchase decisions among younger demographics.
Gupta & Sharma (2020)	UP	Stated that smartphone penetration is a driving force for digital engagement in semi-urban areas.
Rao & Patel (2021)	India	Emphasized social media's role in shaping product choices and brand awareness.

RESEARCH METHODOLOGY

This study adopts a mixed-method approach, combining quantitative surveys with qualitative interviews to gather insights into digital consumption behavior among Mirzapur residents.

Data Collection

- **Primary Data:** Surveys with 200 residents and interviews with 20 local shop owners focusing on their views on digitalization and online consumer behavior.
- **Secondary Data:** Review of market reports, government digitalization initiatives, and existing studies on digital consumer trends in India.

Sampling

Purposive sampling was used to include participants from various age groups, professions, and educational backgrounds, ensuring a diverse representation of Mirzapur's population.

Data Analysis

The collected data was analyzed using descriptive and inferential statistics, identifying key digitalization trends and their impact on local consumer behavior.

DATA ANALYSIS AND FINDINGS

The findings are organized into three main sections:

- Adoption of digital platforms,
- Influence of social media, and
- Digital Payment usage in Mirzapur.

Adoption of Digital Platforms

The data reveals a notable increase in online shopping adoption, with approximately 75% of surveyed consumers in Mirzapur reporting they use e-commerce platforms at least once a month. The majority prefer online platforms for electronics, clothing, and essential goods.

Table 2: Frequency of E-commerce Platform Usage among Mirzapur Residents (N=200)

Frequency of Use	Number of People	Percentage (%)
Daily	30	15
Weekly	60	30
Monthly	60	30
Occasionally	40	20
Never	10	05
Total	200	100

The data indicates a consistent engagement with digital platforms, highlighting a shift towards convenience-driven purchasing patterns.

Influence of Social Media on Purchasing Decisions

Social media emerged as a primary driver influencing consumer choices. Approximately 62% of respondents reported that their purchasing decisions were influenced by social media advertisements and recommendations on platforms like Facebook, Instagram, and YouTube.

Table 3: Influence of Social Media on Product Purchases (N=200)

Social Media Platform	Frequency	Influenced Purchase (%)
Facebook	40	80
Instagram	35	70
YouTube	20	40
WhatsApp	05	10
Total	100	200

These findings highlight the role of digital content in shaping consumer preferences, with visual platforms like Instagram and YouTube having a significant impact.

Digital Payment Usage and Consumer Confidence

The study found that 80% of consumers in Mirzapur use digital payment options such as UPI (Unified Payments Interface), Paytm, and Google Pay, citing convenience and safety as key factors. Notably, younger consumers were more inclined toward cashless transactions than older generations.

Table 4: Preference for Payment Methods among Mirzapur Residents (N=200)

Payment Method	Frequency	Usage (%)
Cash	20	40
UPI	50	100
Debit/Credit Card	20	40
Mobile Wallets	10	20
Total	100	200

The data underscores a growing confidence in digital payments, with UPI being the most preferred mode due to its simplicity and accessibility.

DISCUSSION

The findings indicate that digitalization has significantly influenced consumer behavior in Mirzapur. The preference for digital platforms, especially e-commerce and social media, suggests that consumers in this region value convenience and choice. However, there are challenges, such as internet connectivity in certain areas and limited digital literacy among older consumers.

Key Challenges and Recommendations

- **Internet Access:** Expanding reliable internet access is crucial for enhancing digital engagement in semi-urban areas.
- **Consumer Awareness:** Educational initiatives targeting older consumers on the use of digital platforms and digital payments would improve inclusivity.
- **Localized Digital Marketing:** Businesses should leverage social media for targeted marketing that resonates with local preferences in Mirzapur.

CONCLUSION AND RECOMMENDATIONS

Conclusion

This study concludes that digitalization has transformed consumer behavior in Mirzapur, with increased engagement in e-commerce, social media influence, and digital payments. These changes reflect a broader shift towards convenience and digital integration, though challenges such as limited infrastructure and digital literacy remain.

Recommendations

1. **Enhanced Digital Infrastructure:** Improving internet connectivity in semi-urban areas would further promote digital adoption.
2. **Consumer Education Programs:** Localized digital literacy campaigns can help older consumers become more comfortable with digital tools.
3. **Targeted Social Media Marketing:** Retailers and e-commerce platforms can leverage social media to reach and engage local audiences effectively.
4. **Expansion of Digital Payment Services:** Encouraging the use of secure digital payments can boost consumer confidence and reduce dependency on cash transactions.

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