Analysis of influencing factors on digital platform and its impact on buyers

J. Phani Krishna
PhD Research Scholar, Department of Management Studies, VELS Institute of Science, Technology and Advanced Studues (VISTAS), Chennai.
Corresponding author Email: awakening2008phani@gmail.com

Dr. Ashok Kumar Katta
Associate Professor & Research Supervisor, School of Management Studies, VELS Institute of Science, Technology and Advanced Studies (VISTAS), Chennai
Email: ashokkumar.sms@velsuniv.ac.in

Mrs. Nisha Rai
Senior Manager, Marketing, Rieco Industries Limited, Pune
Email: Nisha.rai@rieco.com

Mr. Mohfiz Parmar
Senior Engineer, Operations, Rieco Industries Limited, Pune
Email: mohfiz.parmar@rieco.com

Abstract---In the context of post COVID-19 dynamic markets, focus on Consumers to attain their attention becomes always prime objective for the sellers. From the available options, digital platforms where sellers exhibit the product features, promotional features, labellings, taggings of the products are become more increasing there by drawing their attention. The current paper analyzed based on the research data of the followers and leads generated on the digital platform representing capital goods in current business scenario where the challenges and competitiveness are coexisting. Capital goods include buildings, machinery, equipment, vehicles, and tools. Capital goods are not finished goods instead part of a system, but they are used to make finished goods or process systems. These are physical assets that a company uses in the different processes to produce products and provide services that consumers will later use. Inorder to improve in sales leads generation increasing the visibility through various factors on digital platforms been discussed and from the data acquired and thus proving the tile.

Keywords---digital platform, impact on buyers, representing capital, COVID-19.

Problem Definition

A detailed analysis of data about increase in the brand visibility stating about products and services been recorded. A real time data about influence of advertising, tagging, ad extensions, promoting of brand been performed and there by quantity of consumers and thereby behaviors those are attracted to this increased visibility was analyzed in this paper. Factors like proper taggings, keywords and rankings, locations picks, monitors on active times on pages, search queries et are being analyzed from the data.

Objectives of Research

1) To present analysis about the influence of 'visibility' in consumer buying.
2) To assess and analyze the factors influences on digital platforms in buying parameters.

Scope of Research

The details in discussion were capital goods comprising system comprises various silos, electrical items, mechanical structures, pipes associated with high quality surface finish, various levels of inspections etc. Each system was unique for respective application in industry as the process demands free flow of material, lesser intervention for any maintenance or process choking, higher availability.

The acquired Data and its raw details detail analyzed for various insights and trends. The data acquired from various digital media, paid promotions etc been analyzed in increase of awareness and enquiries generated towards the capital goods. This results in conclusion that periodic monitoring of the factors versus its desired results makes the users to opt various choices by drawing attention, or rework of factors so that such dynamic natire will build a traction and improve visibility. The conversion of leads to sales order were not analysed and is dependent of many variables which is beyond this paper scope.

Theoretical Framework

Input:
The input variable is various social platforms that expresses various business portfolio and where the buyers and consumers exchange offerings & needs. The stimulus from the buyer's environment includes product variables-physical brand characteristics (meaningful stimuli) and verbal or visual product characteristics (symbolic stimuli)-such as quality, price, uniqueness, availability and service, and the symbolic meaning of these variables.

Besides, posts on the updated and latest products developments, various postings to attract the attention and update the various available options so that Consumers can choose. Various data including month wise clicks, impressions, search visits obtained from consumers, Business Unit wise as well as Monthly sales leads were presented in trends. The following data in Trend 1: Organic clicks & impressions from June2021 to Feb 2022, represents of various divisions in the

organization, shows the consumers requirements in form of leads against various posting, taggings made in various technical platforms.

Trend 1: Organic clicks & impressions from June2021 to Feb 2022

The quantity of clicks, impressions steadily for every month. This gives a detailed position of the listings of offerings an services are giving modest visibility against searches An overall 35,000 clicks been done and 943thousand impressions been generated from the postings and factors utilization. The company focuses more on how to encash these interests.

The variables impacted for these leads are – Motives, Brand Comprehension, Choice criteria, Attitude, Intention and Satisfaction. What is most closely related to the buyer's intention is his attitude to the product or brand, which affects and is influenced by many other variables, as well as their own complexity. The way consumers explain the stimuli brings him to the brand comprehension stage. This refers to consumers' understanding and overall evaluation of the brand. If the consumer's evaluation is very high, it makes him full of confidence and finally make a purchase decision.

From the derived data, Table 1: Most viewed Content its gives representation on searches in Top 20, it is clearly highlights where more emphasis on the consumers interest and hence generated more leads. Similar way, least interest been generated with Fans & Blowers and as nil in exports leads, the less focus may intend from the overall company business forecast point of view. Choice of vists and average time on page for referring the data are available from the Table 1. Notably, visitors also shown interest in the 'Life-at' that reflects and left few footprints on the activities in the organization.

Table 1
Most viewed Content

Top 20 Most Viewed Pages

Page	Pageviews	Avg. Time on Page
/	42,364	0.01.32
/contact/	15,848	0.02.43
/about-us/	8,551	0.01.50
/career-opportunities/	8,031	0.00.43
/products-and-solutions/	7,478	0.00.58
/turmeric-processing-plant/	3,185	0.03.34
/spices-processing-plant/	2,960	0.01.41
/grinding-solution/	2,666	0.01.32
/gs/spices-processing-plant/	2,230	0.01.32
/industries	2,225	0.00.49
/gs/air-classifying-mill-acm/	2,216	0.03.10
/contact	2,194	0.01.29
/powder-handling-solutions/	2,174	0.02.04
/life-at-rieco/	1,924	0.01.05
/gs/turmeric-processing-plant/	1,903	0.03.44
/food-industry/	1,789	0.02.07
/air-classifying-mill-acm/	1,664	0.02.34
/case-studies/	1,526	0.00.40
/fans-and-blowers/	1,459	0.01.50

These data are based on the followers as well as independent viewers on the platforms those are exploring for similar products, systems, packages requirements. The following trend, please refer Trend 2: Website organic traffic summary for one year, represents the metrics for a one year the flowers trend and visitors.
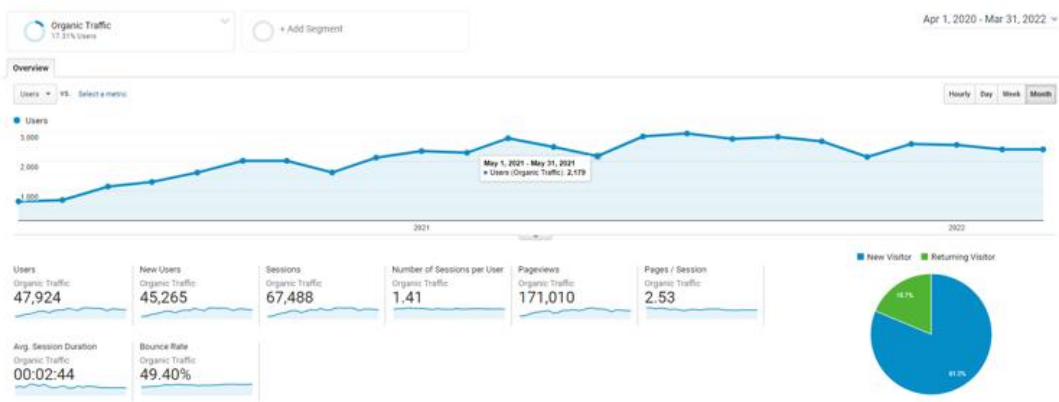
Trend 2: Website organic traffic summary for one year

Even though the buyer hasn't figured in mind at this input stage who can be the potential suppliers but can exercise various parameters and analyzes various available options.

Conclusion

From the above detailed data presentation and explanations, it is analytically proven that the consumers become more vigilant and has available plenty of

options from various postings, tagging, labeling in various platforms. Each and every buyer has their own behavioral approach towards the purchasing process, however all of them are influenced by certain factors. Those influences may be environmental, social, personal, or psychological influences. The consumers themselves are the decision makers and so are the most important factors in the consumer market. The dynamic nature of factors in drawing consumers attention is vital for sustaining in such campaigns. Paid promotions, taggings, are creating impacts and such leads conversion into orders are left for future studies.

References

1. Research data and analytics from own sources.
2. A study on Attributing Howard Sheth model for Capital goods purchase behavior, Intenrational Journal of Advance and Innovative Research Vol 8, Issue 3(IV) July-Sep 2021, Part 1, ISSN 2394-7780, J Phani Krishna, Dr.Ashok Kumar Katta
3. Factors influencing buyers behavior while purchasing S. Anisha1 & A. Kalaivani, MBA, Anna University, Madurai, Vol 4, Issue 3, ISSN 2320-4168, Shanlax International Journal of Commerce.
4. Review Paper on Factors Influencing Consumer, Research Gate, May 2020
5. Factors Influencing Consumer Behavior and Prospective Purchase Decisions in a Dynamic Pricing Environment—An Exploratory Factor Analysis Approach, Social Sciences, Soc. Sci. 2018, 7, 153; doi:10.3390/socsci7090153
6. A Study on Changing Buying Behaviour of Indian Customers Subrato Dey Assistant Professor, ITM University, Raipur, Global Journal of Marketing Management and Research. ISSN 2250-3242 Volume 7, Number 1 (2017), pp. 1-4
7. Consumer Decision Making Process Models and their Applications to Market Strategy Diksha Panwar, Swati Anand, Farmaan Ali, and Kanika Singal Uttaranchal University Dehradun, Dehradun, Uttarakhand, India, International Management Review Vol. 15 No.1, 2019
8. A Conceptual Paper on the Determinants of Consumer Buying Behaviour K. Prasad Principal Government First Grade College, Molakalmur, Chitradurga, Karnataka, India, Research Article Volume 6 Issue No. 7, International Journal of Engineering Science and Computing, July 2016
9. The role of consumer behaviour in present marketing scenario, Research Gate, October 2010

10. Dealers' organizational behavior influencing consumer behavior in highly competitive powder conveying projects, by J Phani Krishna and Dr.Ashok Kumar Katta 1st International e-Conference on Challenges and Opportunities for business post covid-19 (ECOCOB-2022), SRM Easwari Ramapuram Campus.