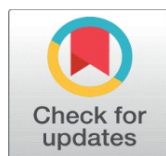


DIGITAL TRANSFORMATION THROUGH SOCIAL MEDIA – A STUDY

Dr. Amruthamma R. , Dr. Bharathi K. V. 

¹ Associate Professor Department of Commerce, Government First Grade College, Hoskote, India



Corresponding Author

Dr. Amruthamma R,
amrutha.r99@gmail.com

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ABSTRACT

Purpose: social media through digitalization is acquiring vital significance in the competitive business scenario. Internet provides a simple & standardized method for companies to advertise their goods & services to consumers. To what extent do socioeconomic features affect research into digitalization & social media is primary goal of this work and further to probe the uses of both social media and digitalization, and factors driving companies to use social media and digitalization. The study also conducted to know the impact of social media & digitalization upon respondents for buying fashion apparels.

Methodology/Design: Necessity to prevent late response, non-response, & incompleteness lead to administration of well-crafted questionnaire on time. A total of 108 questionnaires had been approached & out of 108 questionnaires just 100 were found to be useful forming a success rate of 92.59% x2, contingency co-efficient, weighted arithmetic mean, & Garrett Ranking technique have been utilized to process the collateral data.

Findings: The research found that there is a strong correlation between demographic and socioeconomic factors and the degree to which they have digitized their economies. Building brand reputation, taking the people's opinion about the product and youngsters relying on mobile gadgets through social media are the preferred uses of social media and digitalization. Factors like message spread, reduction in the use of cashless transactions and faster communication preference are some of the drivers of companies forcing to use social media and digitalization is tended through the preferred drivers like social media drives impulse buying, inspiration source and parental influence to lead more digital life.

Keywords: Tracking Competition, Customer Profile, Interaction Feedback, Message Spread, Online, Cashless, Market

1. INTRODUCTION

Because of market competition and the necessity to adapt, contemporary marketers have been increasingly shifting away from more time-consuming and labor-intensive techniques of doing business (Veleva, V.V., 2019). More than 3 million new websites arise on the Internet each month (Net Craft December Web Survey 2009), indicating rapid expansion in the e- business sector. Because of the internet, people may now interact electronically via various social media platforms (Grusdz et al., 2011). According to the research of Devriex et al. (2012), increasing a brand's visibility via social media helps raise customers' consciousness of the product. The term "digitalization" refers to the widespread use of digital technologies in all facets of modern life (Hyberg, et al. 2016), making it one of the most consequential current social transformations. According to Clerk (2017), digitalization is "the strategic use of information and communication technology with the goal of increasing economic value, enhancing operational efficiency, and transforming whole industries via the introduction of new digital services and products." It's about adapting our social lives to the ways in which we communicate and consume information in the digital age. (Ringenson, et al. 2018).

Digitalisation creates more opportunities for personalisation of products and services. When put to use, it improves the effectiveness of a wide range of corporate processes, including data acquisition, processing, analysis, &

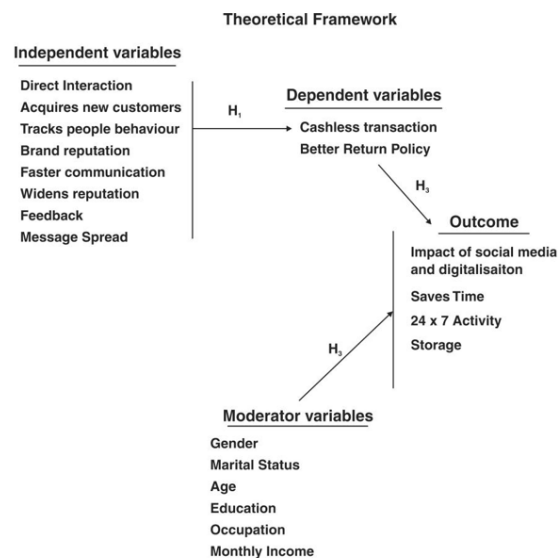
interpretation. (Veleva et al. 2019). Many changes in the rules have been incorporated in such a way that the advertisers have no choice than to follow Scott, 2009). Through social media and digitalisation, the future is predicted, prevents crisis and created innovations. Building brand reputation and popularization of product is done through social media and digitalisation. Tracking of customer behaviour and creation of data base are the twin popular advantages of digitalisation.

2. STATEMENT OF THE PROBLEM

Every day, media including newspapers, books, CD-ROMs, radio, and television produce vast amounts of data in a variety of forms. Data is growing at an exponential rate, making it impossible to adapt without the aid of computers. The term "digitalization" refers to the electrical process of converting data from analogue to digital form. This method of transmitting data is very fast. Through a variety of scanning and providing methods, it transforms any analog or fixed medium into digital form. Problems that have long plagued libraries, such as the need for safekeeping and safekeeping space for multimedia materials, remote access to information collections, and the purchase of original digital works, are all solved by digitalization. The development of innovative multi-tools for attracting and engaging consumers is crucial for boosting brand loyalty. Through digitization, businesses may improve their level of consumer happiness.

One of the ways in which businesses handle communications with their potential customers and actual clients has been revolutionized by the creation of models, increases in sales revenue, improved resource management, new cost-optimization opportunities, increased innovation, and a tumultuous technological wave.

Figure 1



3. REVIEW OF LITERATURE

Chitronshi Verma (2018) reported that nowadays people rely greatly on social media platforms for customer care and assistance. Companies, according to the studies conducted in this field, need to have a strong presence in digital media in order to provide this kind of help to their customers.

Shreya Pattnaik et al. (2020) presented their experiences of how social media let them connect with others despite physical distance via online social networking platforms. They further claim that social media marketing is effective because it takes advantage of the fact that individuals are not just connected but also have huge advertising chances.

Lin and Chuan (2013) emphasized that the website's high quality, interactive features, and straightforward navigation encourage unplanned purchases.

Joao Reis et al. (2000) reported that preliminary data show how new technologies are helping businesses and their clients generate value. The study's findings are state-of-the-art because, for one thing, they take into account how digital services and other emerging technologies might operate in tandem to improve the quality-of-service delivery.

Martin-Pena et al. (2016) stated that organizations are reorienting their focus to competitive advantage via the development of novel digital business models as a result of digitalization and servitization of industrial processes.

4. OBJECTIVES OF RESEARCH

- 1) Examining demographics like income and education levels among respondents.
- 2) Analysing uses of social media and digitalisation.
- 3) Studying aspects driving companies to use social media and digitalisation.
- 4) To analyse the impact of social media & digitalisation on respondents for buying fashion apparels.

5. HYPOTHESES

- 1) There's no appreciable difference in demographics of respondents; hence this does not affect research.
- 2) Social media and digitalisation have no uses.
- 3) There are no factors driving companies to use social media and digitalisation.
- 4) Social media and digitalisation are not impacting on the respondents to buy fashion apparels.

6. RESEARCH QUESTIONS

- 1) To what extent can socioeconomic factors explain this finding?
- 2) What exactly do digitalization and social media have to offer?
- 3) What motivates businesses to embrace digitalization and social media?
- 4) What effect do digitalization and social media have on people's propensity to purchase trendy clothes?

7. RESEARCH METHODOLOGY

Research methodology is a plan action to be taken in future. It drives the collection of data systematically. Research methodology defines properly about the research work which is to be carried out in a planned manner. Likert scale was used in order to place bipolar opinion of respondents. It's a method that utilizes real-world evidence to respond to the predetermined questions in the survey design. (Shona, 2021).

- **Questionnaire design:** Questionnaire is a set of questions belonging to the study and arranged in a systematic logical order. Questionnaire is most appropriate method of effective way of maximisation amount of information in terms validity and reliability as recommended by Easterby Smith, Thorpe and Lowe (1991).
- **Universe of research:** Research is limited to Bengaluru urban and covered areas like Jayanagar, Rajajinagar, Indiranagar, Malleswaram and interview was conducted, and respondents gave proper response to the questionnaire. All qualified respondents have been including in the survey.
- **Sample and sampling of the study:** Sample for the present study is fixed at 100. Agriculturists, students studying in evening college, employees, self-employed, business studying in evening college, employees, self-employed, businesspeople and professionals like chartered accountants, engineers, advocates professors etc., Data collecting often makes use of a convenient sampling strategy. Questionnaire is administered as schedule due to avoiding nonresponse, incomplete.

8. LIMITATIONS OF RESEARCH

- 1) Scope of research is limited to urban Bengaluru.
- 2) There was not much time to gather information.
- 3) Any extrapolation from current data needs more research.

9. VARIABLES UNDER STUDY

Factors like prediction of future, prevention of crisis, creation of innovation, brand reputation, tracking customer profile, direct interaction faster communication preference, raising interaction, message sharing, customers service, widening reputation impulse buying, respondents liking to buy on time sharing the experiences are the independent variables. The gender, marital status, age, level of education, profession, & monthly income all play a role as moderators. Independent variables include social media & digitalization.

- **Method of data analysis:** The researchers used the x2 test, along with coefficient, weighted average, and Garrett Ranking method. In our work, we use these statistical methods since they are intuitive and easy to grasp.

10. DATA PRESENTATION & ANALYSIS: DEMOGRAPHICS PROFILE OF RESPONDENTS – A

Respondents' socioeconomic factors were analysed to see whether or not they had any bearing on investigation of social media & commercialization.

- **Research question No. 1:** Why don't respondents' socioeconomic backgrounds affect results of this study?
- **Hypotheses No. 1: H0:** There exist no significant variation in the characteristics of respondents and hence they are not supporting the study.
- **H1:** Socioeconomic parameters provide support for research since they explain large variance in data.

Table – 1 elucidates details regarding the demographics and socioeconomic status of respondents. Out of a total of 100 responders, 82 are men and 18 are women, and 84 are married while 16 are still single. 45 respondents are aged in between 30-40 years, 20 are in between 20-30 years, 15 are < than 20 years, 12 respondents in between 40-50 and 8 are > 50 years. The table further reveals that 35 each are degree holders, and professional degree holders, 15 are studying in the evening colleges, 10 PG Degree holders and 5 others. 50 people are employed, 40 in the private sector, and 30 in the public sector. 50 people, 10 in business, 10 in the professions, 5 in agriculture, and 5 in self-employment. 45 make between 40,000 and 50,000 per month, 15 make above 60,000, 10 make between 30,000 and 40,000, 10 make between 50,000 and 60,000, and 12 make between 20,000 and 29,000. The research of social media and digitalization reveals a high degree of association between all socioeconomic indicators and a wide range of individual differences.

11. DATA PRESENTATION AND ANALYSIS – SECTION B

- **Research question No. 2:** Uses of social media and digitalisation?
- **Hypotheses No. 2: H0:** Utilization of digital technologies & social media is uniform across all demographics.
- **H1:** Widespread variety necessitates utilization of many forms of digitalization & social media. To measure the uses weighted average statistical tool was performed. Weights are assigned to the corresponding Likert point of scale. "F" stands for respondents' perceptions, whereas "fw" represents product of weights applied to those perceptions. few is divided by the sum of $5+4+3+2+1=15$ for getting "WA". As per strength of WA ranking is awarded. The first rank was assigned to builds brands reputation the second ranks was given to tracks people behaviour and creates a data basis and the third rank was assigned to youngsters rely on mobile gadgets through social media access. We used WA's persuasiveness to rank the other variables.
- **Research question No. 3:** Which factors drivers' companies to use social media and digitalisation?
- **Hypotheses: No. 3: H0:** There exists no substantial variance into uses of social media & digitalisation.
- **H1:** There exists use of social media and digitalisation since there occurs substantial variance into data.
- Table – 3 provides details regarding variables that are causing businesses to embrace digitalization & social media. We used a weighted arithmetic mean statistical method to examine what motivates businesses to adopt social media & digitalization. Demand for more rapid communication came in third place, behind dissemination of message & decrease in the usage of currency. On basis of "WA" strength, remaining "WA" were ranked.
- **Research question No. 4:** How have digitalization and social media affected millennials' desire to shop for clothing?

- **Hypotheses No. 4: H0:** What effect do digitalization & social media have on people's propensity to purchase trendy clothes?
- **H1:** There's wide range of results because of influence of social media & digitalization on respondents' decisions to purchase clothing in fashion industry.

Table – 4 un-bosom data relating to impact of social media and digitalisation on respondents buying fashionable apparels. To measure social media and digitalisation impact Garrett Ranking is adopted. To get the values for all 10 components, we use the formula $100(R_{ij} - 0.5) / N_j$. Referring to Garrett conversion table (see Jamir, B.K., 2020) with these computed values allows one to get Garrett values. Multiplying these Garrette values by x yields fx and then adding fx to fx & dividing by N yields the average score. In ranking students, the average score is the most important factor. Based on the data in table 5, we can say that parental impact to lead more digital life comes in at #3, with social media driving impulsive purchase at #1 and inspiration sources at #2 and #3.

12. SUMMARY AND CONCLUSION

The primary goal of this study is to investigate whether respondents' socioeconomic status has any effect on how they approach research on social media and digitalization. Regarding research on digitalization and social media. The research also hopes to provide light on the effects of social media and digitalization on the purchase of clothing in the fashion industry, as well as their many applications. Jayanagar, Rajajinagar, Indiranagar, and Malleswaram are just a few of the neighbourhoods in metropolitan Bengaluru that make up the vast majority of the city's population. To ensure the research is as relevant as possible, it will also take into account the prior literature on social media and digitalization. Regularly scheduled administration of a systematic, closed-ended survey. The population of Bengaluru is 874,944 and literacy rate is 87.67% and majority are working in private sector. The study found favourable features of respondents supporting the study significantly and reveals high degree of relationship. Young people's reliance on mobile devices for social media access came in third place, behind building brand reputation and tracking people's behaviour and creating a data base, both of which ranked highly in a study of the uses of social media and digitalization. The survey finds that the top three motivators for businesses to utilize special media and digitalization are (1) message dissemination, (2) decrease in the usage of cashless transactions, and (3) speedier communication preference. When asked about how social media and digitalization have influenced their decisions to purchase fashion clothes, respondents ranked social media as the primary driver of impulsive purchases, a source of inspiration, and a motivator to increase their own digital life. All of the factors, both independent and dependent, affect the degree to which people engage with digital technologies and social media. The research used a simple random sample method to gather information on social media and computerization. Social media encourages on-the-spot purchases, and it also helps share information. Motivating factors led to a decline in cashless transactions. Parental pressure to adopt a more digital lifestyle is associated with a desire for more expedient forms of communication.

13. CONCLUSION

Social media and digitalisation are assuring vital significance in all competitive organisations. With the very quick in changes in demographics social media and digitalisation has become highly essential in all socio-economic activities' execution. Message spread, widening of reputation, community building, gathering feedback from customers are some of the factors driving companies to use social media and digitalisation. Findings show a high degree of correlation between demographics and digitalization and social media use. Young people are heavily reliant on their mobile devices for access to social media, and the survey finds that this is due in large part to the prevalence of social media and digitalization. Businesses are prompted to embrace digitalization and social media by considerations such as the ease with which information may be shared, the trend toward cashless transactions, and the demand for more rapid forms of communication. Responses show that social media and digitalization affect their purchases of fashion gear in three ways: as a source of inspiration, as a means of making snap decisions, and as a result of parental pressure to adopt a more digital lifestyle.

CONFLICT OF INTERESTS

None.

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