To Study the Technology Adoption among the Marketers: Psychological Perception and Attitude of Marketing Professionals

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ABSTRACT

Adoption of internet marketing is fundamentally a process that involves a variety of evolving innovations and an increasing number of different applications. In the current research has made an effort to quantify the technology adoption among the marketers The 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 marketing professionals. According to the findings of electronic commerce adoption score, there are a total of five significant factors. Association between profile of marketers and their state of electronic commerce adoption is significant for all factors except number of products dealt. Impact of antecedents of electronic commerce adoption on the state of electronic commerce adoption is significant for organization, innovation, communication and F – statistics. Thus, this study helps in conclude that, marketers are interested in technology adoption and almost 77 marketers are adopting technologies and further it is concluded that there are various factors that effects the technological adoption among marketing professionals.

INTRODUCTION

The process of adopting new technology consists of three stages: the adoption stage, the implementation stage, and the post-implementation stage. Adoption refers to the process of deciding whether or not to use internet marketing strategies. If the choice is made to go forward with the adoption, then it will entail the practice of implementing internet marketing applications or procedures inside the company. Adoption of internet marketing is fundamentally a process that involves a variety of evolving innovations and an increasing number of different applications. This process may be thought of as a continuum. Online marketing should be seen as a collection of innovations that vary in sophistication and complexity along a continuum, requiring different levels of commitment at different points along the spectrum. It is not "one easy or single invention" that a firm adopts or does not accept.

The degree to which marketers are prepared to use new technologies is the most critical aspect that determines the level of acceptance of internet marketing. The degree of optimism, level of curiosity, adjudication level, and level of comfort linked with new technology among marketers is the whole total of what is known as the technological readiness. Thus, in the current research has made an effort to quantify the technology adoption among the marketing professionals.

Literature review

Principal component analysis with Varimax rotation was used by Dlodlo and Dhurup (2013) to pinpoint the elements that influence small and medium businesses' adoption of e-marketing. To better comprehend why small and medium-sized firms selected to employ e-marketing technology, a five-dimensional framework was created.

Heiman et al. (2020) contribute to the economic literature on adoption by investigating the impact of marketers' usage of money-back promises, demonstrations, and others.

According to Thoumrungroje and Racela (2021), SMB exporters' opinions of an internet-enabled inventory management system's complexity are less likely to be implemented.

Alford and Page (2015) reported widespread usage. Not knowing enough, particularly about ROI, made it challenging to seize these opportunities. Small sample size limits the study's larger implications, but it does give a planning model for how technology might be employed in marketing.

Curran & Meuter (2005) compared the "model tests" done on the three technologies, which shows that a range of variables affect attitudes toward each and explain client acceptability. Iswandi Wiradinata (2016)

This research shows there are various variables to consider when incorporating new technologies into consumer interactions, and the most significant ones may vary based on the technology and its adoption stage Shakya, Vivek Mittal, and, Neha Prakash, (2021).

According to Khemthong & Roberts (2006), Thai hotels that didn't use Internet and web-based marketing were smaller and less prepared. Early hotels in these developments were larger. Early adopter Thai hotel managers were more likely to understand the benefits of Internet and web-based marketing and to detect compatibility. Customers' buying power and government help drove hotels' early Internet and web-based marketing adoption.

According to Maduku (2021), small and medium-sized enterprises utilise mobile marketing due to relative advantage, complexity, top management support, market pressure, and vendor assistance. Researchers and practitioners that want more firms to embrace mobile marketing analyse the outcomes.

e.a (2020) Businesses must monitor customer demand if they wish to provide useful training for certain jobs. Many educational groups have or plan to use social media applications in their marketing. Social media channels for marketing, communication, and social involvement have grown. Wong et al. (2022) advised studying mobile utility and usability with social influence qualities such as social norms and perceived critical mass to investigate the impacts of network connection features on innovation dissemination.

Based on the above discussion the aim of the research study is to explore the level and factors effecting technological adoption among marketers.

Objective of research study:

To explore technological adoption among marketing professionals

To asses factors affect technological adoption

Method

In this study, both first-hand and second-hand information is 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. Data is analysed using basic statistical tools

Result and discussion

According to the findings of electronic commerce adoption score, there are a total of five significant factors that contribute to the adoption of electronic commerce. The statistic that was used to determine the marketer's perspective on the most critical factors that led to the acceptance of electronic commerce was the mean score of the variables that were included in each significant factor. We have calculated the mean score of perception on each major antecedent of electronic commerce adoption across the lesser experienced and higher experienced marketers. This score is based on how the lesser experienced and higher experienced marketers feel about the antecedent.

Table 1: Score on Marketers Perception on Important Antecedents

Sl.No.	Important antecedents	Mean score among		t-statistic
		Lesser Experienced	Higher Experienced	
1	Organization	3.4705	3.0617	2.6568*
2	Innovation	3.1529	3.074	0.6033
3	Communication	3.3124	3.5406	-0.7229
4	Industry	3.7272	3.4537	1.3085
5	National	3.2666	3.8937	-2.3081*
	Overall	3.3945	3.3107	0.2456

Less experienced marketers put a high amount of weight on industry and organisation because their mean scores are 3.7272 and 3.4705 respectively. National and communication higher education marketing had mean scores of 3.8937 and 3.5406, respectively. Agrawal, A.K., M., Kumari., (2021),Given that their relative t statistics are significant at the 5% level, less experienced and more experienced marketers perceive organisational and national antecedents differently. Less experienced marketers are more educated, which explains the disparity.The profile of internet marketers may assist determine whether new technology is needed and employed in marketing. This profile includes age, education level, company experience, personality score, number of products handled, firm turnover, market coverage, and technical readiness score. technological Adoption Index was used to measure marketing companies' technology adoption.The below shows the technological adoption rate among marketers.
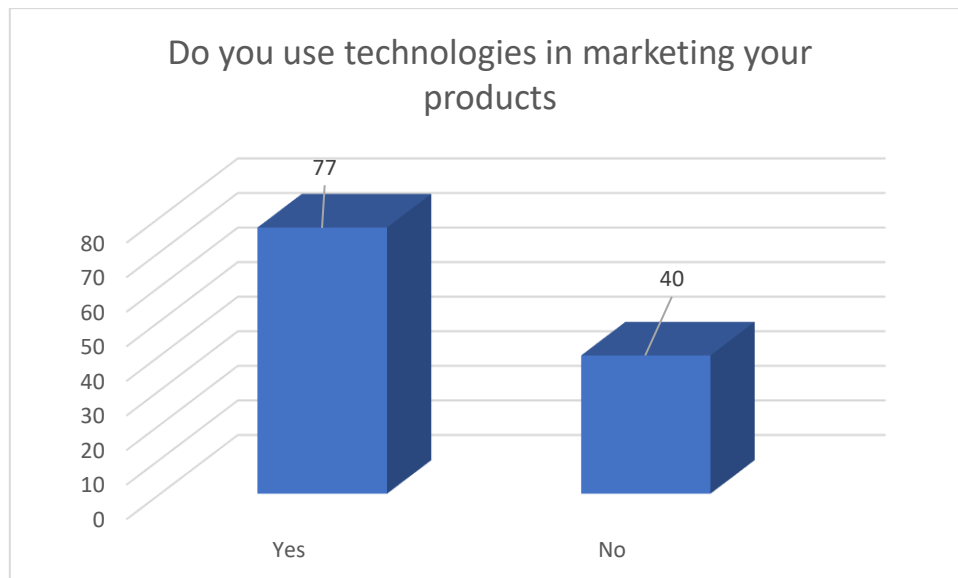
Figure 1

As per the above figure it is explored that almost 77 out of 117 marketers are using technologies in marketing their products. The next section of the research describes the factors affecting the technological adoption among marketers.

Table 2: Association between Profile of Marketers and their State of technology Adoption

Sl. No.	Profile	F-Statistics	Table Value at 5 per cent Level	Result
1.	Type of marketer	2.2671	2.99	Insignificant
2.	Age of marketer	3.7646	2.37	Significant
3.	Level of education	2.8191	2.37	Significant
4.	Personality index	2.8414	2.37	Significant
5.	Number of products dealt	2.1132	2.37	Insignificant
6.	Business turnover	2.8646	2.37	Significant
7.	Market coverage	3.9132	2.37	Significant
8.	Technology readiness index	2.9698	2.37	Significant

Age, level of education, business experience, personality score, business turnover, market coverage, and technology readiness score are among the significantly associated profile variables with the electronic commerce adoption among the marketers. This demonstrates the significance of the profile characteristics of the marketers on the extent to which they have adopted electronic commerce. It is explored that personal variables like age, education and personality have significant impact of the use of technologies. Young generation and educated people are more prone to adopt technological advancements.

In addition to personal variables there are various external factors like environmental, organizational, technical effects the adoption of technologies among marketing professionals. The below figure explains the same in detail.

Table 3: : Multiple regression equation through coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.150	.870		11.667	.000
	ENVIRONMENTAL	.041	.019	.149	2.127	.034
	INDIVIDUAL	.041	.021	.134	1.983	.048
	ORGANIZATIONAL	.043	.030	.154	1.486	.000
	TECHNICAL	.046	.033	.082	1.390	.001

The value for environmental, individual, organisational, and technological factors is provided by the descriptive analysis of adoption-affecting factors shown in Table 3. According to the research findings, adoption of the studied region is also quite high because the majority of micro, small, and medium-sized businesses use mobile marketing as their primary method of digital marketing.

Conclusion

The technological adoption score is one of the results that shows that technology is adopted by most of marketers today due to advanced digitization and technological advancements. The dependent variable is based on marketers' utilisation of technologies and various personal and organizational factors. It's been employed by manufacturers, merchants, and service providers that most of marketers are using latest technologies to market their products. We calculated the regression coefficients for the biggest factors affecting technology adoption. How well-organized and new the Internet is affects how inexperienced marketers utilise it for business. Each of the two components will increase technology adoption in marketing field by one point. Innovation, communication, and the national aspect are important in higher education marketing.

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