

Marketers' Perceptions and Attitudes toward Emerging Technology: A Psychological Analysis

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Abstract

Introduction: The implementation of internet marketing is an evolving procedure that entails the incorporation of a great number of constantly developing technologies as well as an increasing number of apps.

Objectives: This study objective is to identify the fundamental mental and emotional aspects that influence marketers' perceptions and attitudes regarding evolving technologies from a psychological standpoint.

Methods: Although 200 people were expected to participate in this study, only 117 marketing specialists answered the survey. A survey evaluating the adoption of electronic commerce was used as the main method of data collecting. The influence of antecedents was evaluated with respect to the features of marketers, the emergence of online purchasing, and statistical studies, particularly F-statistics.

Results

Five important criteria connected to the adoption of electronic commerce were found by the study. All criteria, with the exception of the amount of items handled, showed a strong correlation between marketer profiles and adoption. The emergence of e-commerce was strongly impacted by antecedents including organisation, innovation, and interaction.

Conclusions: According to the research, marketers have an interest in implementing technology, with almost 77% of the experts who were surveyed employing different technologies. It is obvious that a variety of factors affect how marketing professionals use technology.

Keywords: Marketing, e-commerce, emerging technology, psychology, perceptions and attitudes

1. Introduction

Psychological investigation intends to dive into marketers' thought processes and investigate how they view and react to the quick development of new technologies in the marketing environment. They may learn much about the variables influencing people's choice-making methods and acceptance of cutting-edge tools by looking at their attitudes, beliefs, and motives (Pascucci ., et al 2023). Recognising how marketers view various developing methods, such as automation, augmented reality, virtual reality, and blockchain, is important for knowing how these technologies are viewed. Author of Investigating their understanding, outlook, and hopes in relation to the possible advantages and difficulties presented by these innovations (Kamble ., et al 2021). Evaluating marketers' views about incorporating cutting-edge technologies into their marketing plans. Figuring out how enthusiastic, sceptical, or resistant they are to implementing and utilising these solutions to improve customer satisfaction, increase productivity, and promote company development. Factors Affecting Adoption: Determining the elements that affect marketers' choice-making when it comes to using the new technology of Examining how the attitudes and behaviors of individuals are influenced by their individual qualities, organizational culture, perceived dangers, shortages of resources, and competition (Hoffman., et al 2022).

Examining the moral concerns that marketers should think about when implementing developing technologies in their marketing strategies. Looking into how they feel about issues like bias in algorithms, customer permission, data privacy, and the possible effects on disadvantaged groups. They hope that psychological analysis will be helpful in revealing how marketers view and feel about new technology. These results can help marketing experts, researchers, and organisations better understand the possibilities and dangers related to the adoption of technology, allowing them to create effective approaches that are in line with modifying customer requirements and desires in a rapidly evolving digital environment. Marketing professionals can benefit greatly from psychological analysis because it is essential for the comprehension of consumer behavior and processes for making decisions. To create effective advertising techniques in the cutthroat business environment of today, marketers work hard to obtain a thorough understanding of their target audience's motivations, preferences, and psychological factors (Dwivedi ., et al 2023). Motivated for various reasons, including meeting client demands, hitting sales goals, and getting recognition. Analyzing their behaviors and decision-making processes is made easier by understanding their motivations. Attitudes: Marketing' attitudes, or how they judge and feel about things, concepts, or people, can affect how they see things (Halkiopoulos ., et al 2022).

As a result, efforts have been undertaken in the current research to measure the technology usage among marketing executives.

The following is the paper's upcoming section: part 2 describes the related works, and Part 3 explains the complete methodology. Part 4 describes the result and discussion and part 5 concludes the paper.

2. Literature Review

Jeon ., et al 2019 evaluated the connections between company attitudes, reliability, and assumed corporate social responsibility (CSR) objectives. Between the two most prevalent types of (CSR) initiatives, namely cause marketing and marketing focused on causes, a varied impact of perceived CSR intentions on validity is also explored. It was discovered that the effect of CSR authenticity on business views was statistically significant. Contrasting customer opinions of motivations between CP and CRM, and contrasting the impact of CSR motives on CSR authentic for CP and CRM.

It specifically seeks to determine whether customer perception of corporate social behavior moderates the association between CRM and loyalty to the brand among customers. (Rathi ., et al 2022) was inspired by a desire to improve further our knowledge of how marketing strategy programs like CRM, which have drawn growing attention over the past few decades, and the present worries about the environmental and social practices of larger organizations relate.

The presented article's initial goal is to broaden these literature reviews by using a bibliometric methodology to give an overview of how earlier research in the field of influencer marketing has change (Ye ., et al 2021). It enables scholars to follow the development of significant authors' and institutions' studies in real-time and gain a broad picture of the present condition of the field. This suggests that the findings of this bibliometric research are simply a preliminary attempt to provide insight into this newly developing and rapidly evolving topic. Quezado ., et al 2022 Presented a bibliometric picture of marketing-related Corporate Social Responsibility (CSR) research. This study provides information on current trends in (CSR) and marketing and their identification. Along with other marketing elements, brand image, and brand attitude research are possible.

The current study examines the connections between social media marketing activities (SMMA), brand experience, intent to purchase, and attitude toward the brand, given the growing interest in the function that SMMA plays in providing superior customer experiences. As additional variables in the SMMA-brand relationship a connection, (Khan ., et al 2022) Evaluated customer demographics (Millennials vs. Non-Millennials) and consumer involvement levels (high vs. low). The results suggest that SMMA plays a significant part in shaping brand experience, buying intention, and attitudes.

Intended to shed light on the role that neurophysiological methods play in the field of marketing and consumer decision-making, as well as to point out potential directions and open-ended research issues that marketing researchers might utilize from neuroscience and psychology to understand marketing phenomena (Casado-Aranda ., et al 2022). The proper use and comprehension of methods and concepts from neuroscience and psychology, the authors suggest creating study paths that marketing researchers may use. The results of

neuropsychological assessments may be misused and misunderstood if there is no peer review to avoid exaggeration of the effects or opacity in the publishing of their outcomes.

Benefits and pleased to investigate how playable AR filters are, or how satisfied users are with the experience, and how they spread information about it online (Ibáñez-Sánchez ., et al 2022). The results add to the body of knowledge on augmented reality filters by analyzing their usage from the point of view of pleasure. They look at a wide range of hedonic, utilitarian, social, and personal uses and pleasures users may feel when interacting with augmented reality filtering on social media. These findings are consistent with earlier studies that emphasized the importance of interaction in boosting consumers' experiences with new technology.

Li ., et al 2021 Examined the big data-based corporate e-commerce marketing system. The key technology used in this paper's system design is the SSH framework. H Base was chosen as the database, and Web 2.0 was combined with the front end to enable communication between the user's presentation and operation. The study results demonstrate that integrating big data technologies into an enterprise e-commerce marketing system has hugely significant practical consequences. The creation and deployment of the integrated management and marketing platform using the internet and the SSH architecture.

Shetty ., et al 2021 Examined connections between SMMA, brand experience, purchase intention, and attitude toward the brand in light of the increased interest in social media marketing tactics (SMMA) for brands play in enhancing customer pleasure. The results suggest that SMMA plays a crucial role in shaping the brand's experience, intent to purchase, and attitude toward the brand. The outcomes highlight how crucial brand experience is in shaping attitudes and decisions.

Through bibliometric and content analysis of Scopus data comprised of 893 articles from 271 publications, (Rathi ., et al 2022) Evaluated 34 years of scientific research on LM. Results show that although the topic is still being developed, it has been addressed from various disciplines and techniques. An in-depth examination of the area's development was made possible by a systematic bibliometric and topical analysis. This study traces LM research across a 34-year period, addresses the specified research topics, and provides insight into the development and potential of the area.

3. Methodology

All personal and second-hand information is used in the present research. Additionally, the study involves gathering particular data by creating a questionnaire. The main source of information is a survey that evaluates the experience that the consumer is probable to have had when making an online purchase. The additional data, on the other hand, depends on a review of the literature and information from several narrated pieces, a magazine, a newspaper, and other websites. Only 130of the 350 respondents were intended for this study's investigator to receive results. Consequently, 130 marketers made up the study's actual sample size. Utilizing fundamental statistical techniques, information is analyzed.

4. Results and discussion

The results of the electronic commerce adoption score indicate that there are an overall of five important elements that influence the acceptance of electronic commerce. The mean value of the factors contained in every significant feature was the statistic utilized to ascertain the advertiser's view on the most important aspects that contributed to the popularity of e-commerce. They have determined the median assessment score for each important antecedent of the adoption of e-commerce among marketers with different levels of experience. This rating is determined by how both inexperienced and experienced marketers feel about the antecedents.

Table 1: Score on Marketer's Perception of Important Antecedents

SI. No.	Important antecedents	Mean score among		t-statistic
		Lesser Experienced	Higher Experienced	

1	Organization	3.8705	3.508	2.7651
2	Innovation	3.702	3.328	1.6781
3	Communication	3.586	3.6792	-0.1872
4	Industry	3.8112	3.247	1.0172
5	National	3.1891	3.5202	-2.1172
	Overall	3.8732	3.5291	0.1473

Because their mean ratings are 3.8112 and 3.8705; accordingly, less seasoned marketers place a lot of emphasis on sector and structure. The mean scores for regional and international higher education promotion were 3.5202 and 3.6792, respectively. Educated and more seasoned advertisers view organization and regional causes differently because their respective t values have significance at the 8% level. The gap can be explained by the fact that less experienced marketers tend to be more qualified. If new technology is required and used in marketing, it may be possible to make that determination using information about online marketers. The profile comprises information about the user's age, education level, work history, character test results, number of items handled, firm turnover, market coverage, and technical competence score. The technical Adoption Index was designed to gauge the technology adoption of marketing firms. The rate of technological adoption by marketers is depicted here.

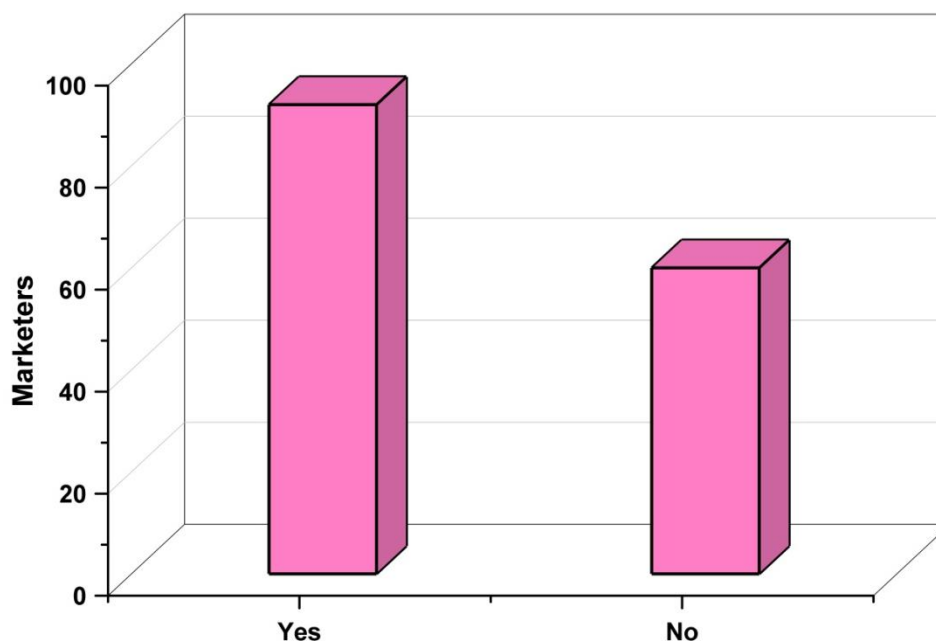


Figure:1 Marketers use of Technology

According to the figure 1, It can be shown that 92 out of 60 marketers use technology to sell their goods. The variables influencing marketers' use of technology are discussed in the following part of the study.

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

SI. No.	Profile	F-Statistics	Table Value at 5 percent Level	Result
1	Type of marketer	3.9421	2.94	Insignificant

2	Age of marketer	3.2410	2.20	Significant
3	Level of education	2.8671	2.20	Significant
4	Personality index	2.4172	2.20	Significant
5	Number of products dealt	2.8172	2.20	Insignificant
6	Business turnover	1.9432	2.20	Significant
7	Market coverage	3.5211	2.20	Significant
8	Technology readiness index	3.2401	2.20	Significant

Age, educational attainment, professional experience, personality assessment, business turnover, market coverage, and technology readiness assessment are a few of the characteristic elements that have a substantial impact on marketers' adoption of online shopping. This illustrates the importance of the marketer's profile traits and how widely they have embraced e-commerce. Age, education, and personality are just a few examples of human factors that have been shown to significantly affect how people use technology.

Different external factors, such as the environment, organizational, and technical ones, impact how marketing executives adopt new technology in addition to human aspects. The same is explained fully in the graphic below.

Table 3: Multiple regression equation through coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.230	.521		10.521	.821
	Environmental	.012	.172	.150	3.127	.721
	Individual	.152	.732	.961	1.921	.048
	Organizational	.251	.017	.621	1.432	.001
	Technical	.341	.621	.110	1.621	.231

The descriptive study of adoption-affecting variables displayed in Table 3 provides significance for ecological, societal, individual, organizational, and technological factors. Because most micro, small, and medium-sized firms utilize mobile marketing as their primary form of digital marketing, the study's results indicate that acceptance in the area under investigation is also fairly high.

5. Conclusion

As a result of enhanced digitization and technical improvements, one of the results demonstrates that the majority of marketers today embrace technology. The dependent variable depends on the use of technology by marketers as well as several organizational and individual characteristics. Manufacturers, retailers, and service providers claim that the majority of marketers promote their goods utilizing modern technology. For the most important variables influencing the adoption of technology, they estimated the regression coefficients. How inexperienced marketers employ the Internet for business depends on how well-organized and now it is. The two elements will each result in a rise of one point in the level of adoption of technology in the field of marketing. Sales for higher learning should emphasize creativity, interaction, and its national context.

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