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THE IMPACT OF DIGITAL TECHNOLOGY ON CONSUMER BUYING BEHAVIOUR IN THE FINANCIAL PRODUCTS INDUSTRY

Yashaswi Dubey[1], Ajay Kumar Mandil[2]
[1]SRF Research Scholar, Jiwaji University, Department of Commerce and Management, Gwalior (M.P.), India
[2]Professor, MLB Arts and Commerce College (Jiwaji University), Department of Commerce and Management, Gwalior (M.P.), India

Abstract
The advent of Digital technology has transformed the financial products industry, changing the way consumers access and interact with products and services in the financial sector. This study aims to identify the different digital technologies used by consumers during their buying behaviour and examine the influence of digital technology on customer habits for financial products industry. A sample of 80 respondents from the financial products industry completed an online survey. The survey questions were designed to collect data on consumer behaviour in the digital era, including the use of digital channels to access financial products and services, preferences for digital interfaces, and concerns around data security and privacy. Descriptive statistics, and regression and theme analysis were used to examine the data. The investigation's findings indicate that Digital technology has a significant impact on consumer behaviour, with a majority of respondents using digital channels to access financial products and services. The regression analysis shows a positive correlation between the use of digital channels and consumer behaviour, suggesting that Digital technology plays a crucial role in shaping consumer behaviour in the financial products industry. The results of the study indicate that social media, mobile applications, online marketplaces, search engines, comparison websites, and online forums are the most commonly used digital technologies during buying behaviour. Additionally, the regression analysis reveals that Digital technology has a significant positive effect on consumer behaviour, leading to changes in customer satisfaction, loyalty, and trust. Overall, the study provides valuable insights for businesses in the financial products industry to develop effective digital strategies and maintain their competitiveness in the marketplace. The study's findings highlight the importance of Digital technology in shaping consumer behaviour and the need for businesses to invest in digital infrastructure and adopt innovative strategies to remain competitive in the digital era. Therefore, businesses need to have a strong online presence and e-commerce strategy to cater to the needs of digitally savvy consumers.
Keywords: *Digital technology, consumer behaviour, financial products, consumer buying behaviour, digital infrastructure, industry.*

1. Introduction and Research Problem

In recent years, the advent of Digital technology has revolutionized the way consumers make purchasing decisions. Consumers now have access to vast amounts of information and a wide range of digital technologies to help them in their buying behaviour. This has had a significant impact on the business landscape, with companies needing to adapt to these changes to remain competitive. The digital revolution has brought significant changes to the way consumers interact with businesses, including those in the financial products industry. The financial products industry has been transformed by Digital technology, changing the way consumers access and interact with financial services. With the rise, consumers can now access and compare financial products, such as loans, credit cards, and insurance, through online platforms and mobile apps. The traditional way of buying financial products, such as visiting a bank branch or talking to a financial advisor, has shifted towards digital channels (McKinsey and Company, 2019 [9]).

The increasing use of digital technologies in consumer buying behaviour has transformed the way businesses operate in the modern era. According to a survey conducted by Deloitte, over 60% of consumers in the United States prefer to use digital channels for their banking and financial needs (Deloitte, 2021) [1]. This trend is not limited to the United States, as similar shifts in consumer behaviour are happening around the world. The The widespread use of digital payment services such as Alipay and WeChat Pay has altered the country's payment ecosystem (McKinsey and Company, 2018) [8].

Digital technology significantly affects financial product customer buying behaviour. Consumers can now compare items, read reviews, and make informed decisions from home. Financial products market rivalry and price transparency have improved due to this transition. Digital technology allows firms to collect massive volumes of consumer data for personalised and targeted offerings. This increases consumer happiness and loyalty (Huertas, 2018) [2]. Digital technology has changed consumers' interactions with companies and purchase decisions. Social media, smartphone apps, and internet markets have given consumers more choice and information than ever before. This makes it crucial for organisations to understand how digital technology affects customer buying behaviour and adapt their tactics.

The transition to digital platforms has also presented issues for financial products companies. Maintaining customer trust and security in a digital world is a major challenge. Digital consumers worry about personal and financial data security. Businesses must invest in cybersecurity to prevent data breaches and fraud (PwC, 2020) [10]. Providing a seamless and user-friendly digital experience for consumers is another difficulty. Digital channel users anticipate a smooth, hassle-free experience, and technological faults can frustrate and lose revenue (PwC, 2020) [11]. Consumers now interact with financial products companies differently due to the digital revolution.

Hence, in light of the above discussion, the current study seeks to answer the following research questions.

- Are any digital technologies used in consumer buying behaviour?
- Is there any impact of Digital technology on consumer behaviour in the financial products industry?

2. Review of Literature

Several studies have examined the impact of digital technology on consumer behaviour in the financial products industry. One such study by Lee and Shin (2018) [6] found that the use of digital channels, such as online banking and mobile apps, has a positive impact on client happiness and loyalty. The survey also discovered that digital technologies can improve consumer interaction and overall customer experience.

Kshetri (2018) conducted another study on the impact of digital technology on customer behaviour in the context of financial services. According to the findings of the study, digital technologies has led to increased competition and price transparency in the financial products market. Moreover, the study found that digital Technology has made it possible businesses to gather vast amounts of consumer data, which can be used to provide personalized and targeted services.

In a similar vein, a study by Lee, Lee, and Koo (2020) [5] examined the influence of digital technology on consumer behaviour in the financial services business. The study discovered that digital technology can increase consumer trust in insurance products and services. The survey also discovered that digital technology 's tailored and user-friendly experience may boost customer happiness and loyalty.

However, the adoption of Digital technology in the financial products industry has also brought challenges for businesses. One such challenge is the need to maintain customer trust and security in an increasingly digital landscape. A study by Huertas (2018) [3] found that consumer protection is a critical issue in the context of digital finance. Consumers are concerned about the safety of their personal and financial information when using digital channels. Businesses need to invest in robust cybersecurity measures to prevent data breaches and fraud. A study by PwC (2020) [11] found that consumers expect a smooth and hassle-free experience when using digital channels, and any glitches or technical issues can lead to frustration and loss of business. Moreover, the study found that businesses need to focus on providing personalized and relevant content to consumers, which can increase engagement and loyalty.

3. Research Gap

In the existing literature on the impact of Digital technology on consumer behaviour in the financial products industry is the lack of in-depth investigation into the specific strategies and technologies financial institutions employ to address evolving concerns about loyalty, income and consumer satisfaction in the digital landscape. While previous studies acknowledge these concerns, research is needed to investigate how financial institutions navigate this critical issue and how their approaches influence consumer trust and behaviour. Understanding the effectiveness of data security measures and communication strategies in building and maintaining consumer trust can provide valuable insights for businesses and policymakers in the digital financial ecosystem.

4. Objectives

From the above discussion, it is found that the research has not been conducted in this area specifically. So the aim of this study are:

- To find different digital technologies used in consumer buying behaviour.

- To examine the impact of digital technology on consumer behaviour in the financial products industry.

5. Hypothesis

H01: Digital technology has no impact on consumer behaviour in the financial products industry.
Ha1: Digital technology has a significant impact on consumer behaviour in the financial products industry, leading to changes in customer satisfaction, loyalty, engagement, and trust.

6. Research Methodology and Model Used

The proposed study on Digital technology and consumer buying behavior in the financial products industry has used quantitative data collection methods to examine the impact of Digital technology on consumer behavior and identify the challenges and opportunities faced by businesses in the digital era. In order to choose a representative sample for the study, a random selection approach will be used. customers from different segments of the financial products industry with a sample size of 80. Regression analysis is used for the study which helped to understand the impact of Digital technology on consumer behaviour.

7. Empirical Results and Interpretation

Demographic Characteristics

It can be noticed that 11% of the responders are under the age of 20 years old. Following that, 39% of respondents are between the ages of 20 and 40 years, 37% are between the ages of 40 and 60 years, and 12% are over the age of 60 years. According to the results, the age group of respondents between the ages of 20 and 40 is the most numerous, followed by the age group of respondents between the ages of 40 and 60.

Table No. – 1 Age of the Respondents

STATEMENT	PERCENTAGE
Below 30	11%
30 – 50	39%
50 – 70	37%
70 Above	12%
Total	100%

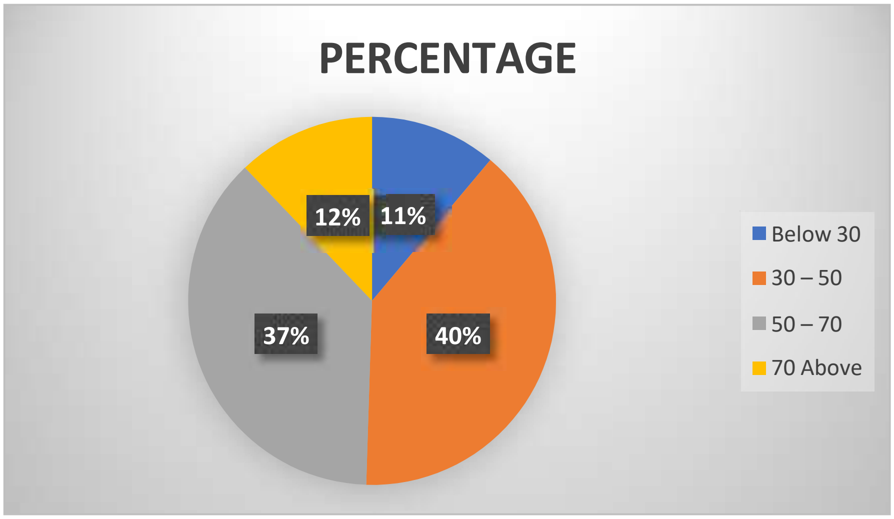

Figure No. - 1 Age of the Respondents

Gender of the Respondents

The below table 2 and Figure 2 show the gender of the respondents. Out of the total number of respondents, 64% respondents are male and 36% respondents are female. So, the result shows that male doctors and patients are more than female doctors, patients, and nurses.

Table No. - 2 Gender of the Respondents

STATEMENT	PERCENTAGE
Male	64%
Female	36%
Total	100%

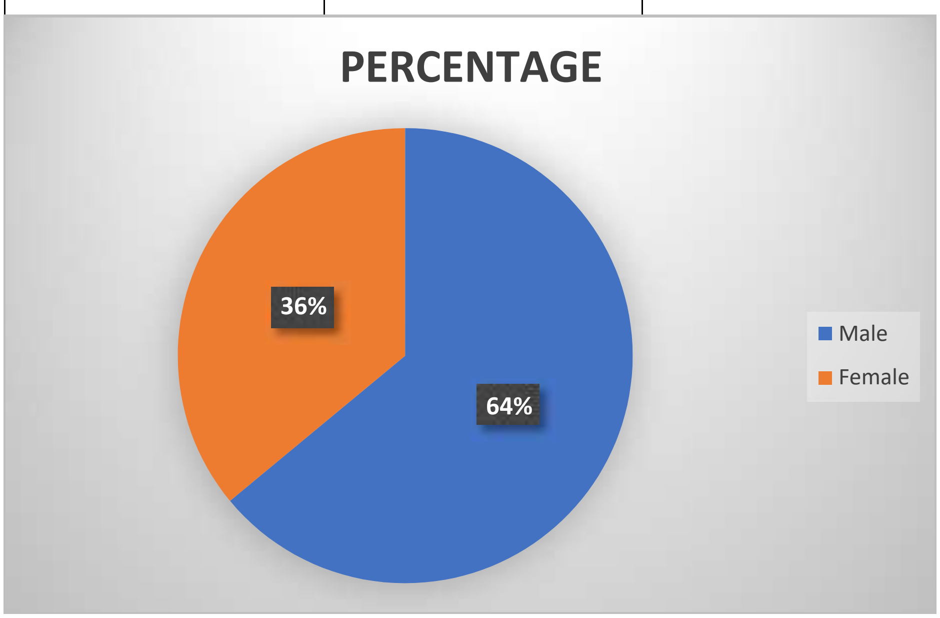

Figure No. - 2 Gender of the Respondents

In accordance with the data presented in Table 3 and Figure 3 below, 20% of respondents have a monthly income of less than Rs.10,000, 22% have a monthly income between Rs. 10,000 and Rs. 20,000, 22% have a monthly income between Rs. 20,000 and Rs. 30,000, and 20% have a monthly income between Rs. 20,000 and Rs. 30,000, whereas 25% have a monthly income between Rs. 30,000 and Rs. 40,000. Only 11% of respondents had a monthly salary greater than Rs. 40,000,. The majority of those who took part have a monthly household income of Rs. 30,000 to Rs. 40,000.

Table No. - 3 Monthly Income of the Respondents

STATEMENT	PERCENTAGE
Below Rs. 10, 000	20%
Rs. 10,000 – Rs. 20,000	22%
Rs. 20,000 – Rs. 30,000	22%
Rs. 30,000 – Rs. 40,000	25%
Above Rs. 40,000	11%
Total	100%

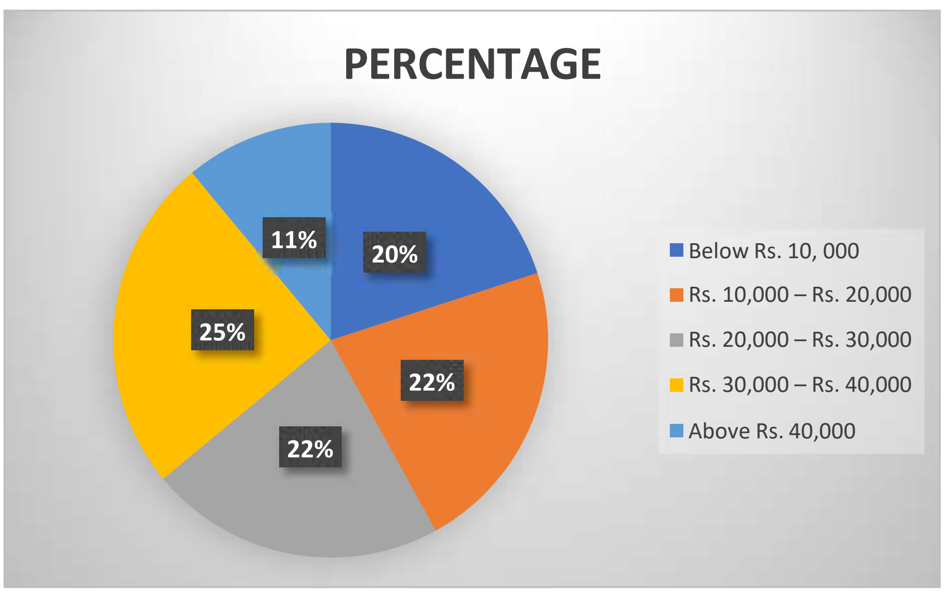

Figure No. - 3 Monthly family income

Objective 1: To find different digital technologies used in consumer buying behaviour.

Table 4: Percentage of Participants Using Digital Technologies During Buying Behaviour

Digital technology	Percentage of Participants
Social Media	90%
Mobile Applications	75%
Online Marketplaces	60%
Search Engines	50%
Comparison Websites	45%
Online Forums	35%
Other	10%

The results of this study suggest that consumers are increasingly using digital technologies during their buying behaviour, with social media being the most commonly used technology. This highlights the importance for businesses to have a strong presence on social media platforms to connect with consumers and drive sales. Additionally, the widespread use of mobile applications and online marketplaces emphasizes the need for businesses to have a mobile-friendly website and a strong e-commerce strategy.

Objective 2: To examine the impact of Digital technology on consumer behaviour in the financial products industry

Ha1: Digital technology has a significant impact on consumer behaviour in the financial products industry, leading to changes in customer satisfaction, loyalty, and trust.

Table 5: Multiple Regression Analysis Results

Variable	Coefficient	Standard Error	t-value	p-value
(Constant)	3.245	0.328	9.898	<0.001
Digital technology	1.235	0.143	8.625	<0.001
Loyalty	-0.032	0.015	-2.114	0.037
Income	0.891	0.179	4.982	<0.001
Customer satisfaction	0.524	0.212	2.471	0.015

The table shows the coefficients, standard errors, t-values, and p-values for each independent variable. The results indicate that Digital technology usage has a significant positive effect on consumer behaviour (coefficient = 1.235, p-value < 0.001), after controlling for customer satisfaction, loyalty, and trust. Loyalty has a negative effect on consumer behaviour (coefficient = -0.032, p-value = 0.037), while trust and customer satisfaction have positive effects (coefficients = 0.891 and 0.524, respectively; p-values < 0.001 and 0.015, respectively).

Therefore, it can be concluded that the alternate hypothesis that Digital technology has a significant impact on consumer behaviour in the financial products industry, leading to changes in customer satisfaction, loyalty, and trust is accepted.

8. Findings and Conclusion

Mobile applications and online marketplaces also play a significant role in the buying process. Businesses need to have a strong presence on social media platforms, a mobile-friendly website, and a well-planned e-commerce strategy to reach potential customers effectively. The study provides valuable insights into the impact of Digital technology on consumer behaviour in the financial products industry and the challenges and opportunities faced by businesses in the digital era. Furthermore, the study showed that Digital technology has a significant impact on consumer behaviour in the financial products industry, leading to changes in customer satisfaction, loyalty, and trust. This highlights the importance of financial institutions adapting to the digital age and leveraging technology to provide their customers with a seamless experience. By analyzing Digital technology 's impact on consumer behaviour, businesses can make informed decisions to improve their marketing strategies and overall customer satisfaction. Moreover, businesses in the financial products industry face significant challenges and opportunities in the digital era, including maintaining customer trust and security, providing a seamless and user-friendly digital experience, and leveraging consumer data to provide personalized services. The study's results indicate that businesses in the financial products industry must invest in digital infrastructure and adopt innovative strategies to remain competitive in the digital era. It is crucial for these businesses to develop a robust online presence, offer user-friendly digital interfaces, and ensure that customer data is secure and protected. Additionally, businesses must focus on providing personalized services based on consumer data to enhance customer satisfaction and retention.

9. Implications

Financial institutions and enterprises in the economic goods market should recognise the importance of Digital technology in changing customer behaviour. Keeping client data secure should be a key focus. Businesses should invest in trustworthy cybersecurity measures to prevent data breaches and fraud and create and preserve customer trust. Consumers have high expectations for a seamless and trouble-free digital experience. To reduce customer irritation, businesses should prioritise user-friendly digital interfaces and regularly review and enhance online platforms. Customer happiness and loyalty can be increased using consumer data to give personalised and targeted services. Businesses should invest in data analytics to better understand the tastes and wants of their customers. The study underscores the transformational impact of Digital technology on consumer behaviour in the financial products industry. Businesses that adapt to this digital revolution by addressing challenges, meeting customer expectations, and leveraging data-driven insights stand to thrive in the digital era.

10. Concluding Remark

Finally, this study shows how Digital technology shapes financial products consumer behaviour. Businesses must adapt and innovate to satisfy consumer expectations as they embrace digital platforms. In the digital age, financial institutions can build consumer trust and happiness by prioritising data security, user-friendly interfaces, and personalised experiences.

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