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¹ Student 2nd Sem
MBA, GNDEC Bidar

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Vishaka(2026),
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MARKETING TECHNOLOGY WITH RESPECT TO ONLINE SHOPPING BEHAVIOUR: A STUDY WITH REFERENCE TO BIDAR CITY

*Rushali¹, Vishaka¹**ABSTRACT**

The rapid growth of digital technologies has significantly transformed consumer shopping behaviour, especially in online platforms. Marketing technology (MarTech) plays a crucial role in influencing customer decisions through personalized advertising, social media marketing, AI-based recommendations, and digital payment systems. This study examines the impact of marketing technology on online shopping behaviour with special reference to Bidar City. The research adopts a descriptive design using primary and secondary data to understand consumer awareness, trust, usage patterns, and satisfaction levels. The findings highlight that digital marketing tools such as social media advertisements, mobile applications, and e-wallets strongly influence purchase intention. However, issues like trust, delivery delays, and lack of digital literacy still act as barriers. The study concludes that effective use of marketing technology can enhance consumer engagement and boost online retail growth in semi-urban regions like Bidar.

KEYWORDS: Marketing Technology, Online Shopping, Consumer Behaviour, Digital Marketing, Bidar City

1. INTRODUCTION

Online shopping has become one of the fastest-growing segments of retailing in India due to increased internet penetration, smartphone usage, and digital payment systems. Marketing technology (MarTech) includes digital tools and platforms used by businesses to attract, engage, and retain customers. These include social media marketing, search engine optimization (SEO), artificial intelligence, email marketing, and mobile apps.

In semi-urban cities like Bidar, consumers are gradually shifting from traditional shopping to online platforms due to convenience and attractive offers. Previous studies show that online shopping behaviour is influenced by trust, price, convenience, and technological awareness (Researchers World).

2. REVIEW OF LITERATURE

Studies show that online shopping behaviour is influenced by website design, payment options, social media marketing, and delivery services (SSRN)

Consumers in small cities often face trust issues regarding quality and returns, which affect adoption levels (Researchers World)

Digital marketing tools significantly affect purchase decisions through personalization and targeted advertisements (ResearchGate)

Tier-2 city consumers are increasingly influenced by technology readiness and brand awareness in online purchasing behaviour (ScienceDirect)

3. OBJECTIVES OF THE STUDY

1. To study the awareness of marketing technology among online shoppers in

Bidar City

2. To analyze the influence of digital marketing tools on consumer buying behaviour
3. To identify key factors affecting online shopping decisions
4. To understand challenges faced by consumers in online shopping

4. RESEARCH METHODOLOGY

- **Research Design:** Descriptive research
- **Data Collection:** Primary (questionnaire survey) and secondary sources (journals, articles)
- **Sample Area:** Bidar City, Karnataka
- **Sampling Method:** Random sampling
- **Tools Used:** Percentage analysis, charts, and simple statistical tools

5. MARKETING TECHNOLOGY IN ONLINE SHOPPING

Marketing technology refers to digital systems used by companies to improve customer engagement. Key tools include:

5.1 Social Media Marketing

Platforms like Instagram, Facebook, and YouTube influence consumer buying decisions through advertisements and influencer marketing.

5.2 Search Engine Marketing (SEM)

Helps businesses appear in search results when customers look for products.

5.3 Mobile Apps & E-commerce Platforms

Apps like Amazon, Flipkart, and Meesho simplify shopping experiences.

5.4 AI-Based Recommendation Systems

Suggest products based on user behavior and preferences.

5.5 Digital Payment Systems

UPI, wallets, and net banking improve transaction convenience.

6. ANALYSIS OF ONLINE SHOPPING BEHAVIOUR IN BIDAR CITY

Based on observed trends and literature:

6.1 Factors Influencing Behaviour

- Price discounts and offers
- Ease of access via mobile phones
- Social media advertisements

- Trust in online platforms
- Delivery speed

6.2 Consumer Preferences

- Youth prefer fashion and electronics
- Middle-aged consumers prefer groceries and essentials
- Rural consumers show moderate adoption due to trust issues

6.3 Problems Faced

- Lack of digital literacy
- Delivery delays
- Product mismatch
- Payment security concerns

7. FINDINGS

- Marketing technology strongly influences buying decisions in Bidar City
- Social media plays a major role in product awareness
- Consumers are price-sensitive and offer-driven
- Trust and reliability remain key challenges
- Mobile-based shopping is more popular than desktop usage

8. SUGGESTIONS

- Companies should improve digital awareness campaigns
- Strengthen trust through better return policies
- Increase regional language support in apps
- Improve logistics and delivery systems
- Use personalized marketing strategies

9. CONCLUSION

Marketing technology has transformed online shopping behaviour in semi-urban regions like Bidar City. While consumers are increasingly adopting digital platforms, challenges such as trust issues and digital literacy still exist. Effective use of marketing technologies such as social media, AI tools, and mobile applications can significantly improve consumer engagement and boost online retail growth

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