
A Study On Impact Of Digital Marketing In Customer Purchase In Chennai

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Abstract: The aim of this paper is to study digital marketing in consumer purchase decisions and to find out as to whether the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through surveys from 101 respondents. The results of the survey are analyzed using Regression. The findings revealed that customers are aware of digital marketing and shopping goods through digital channels in their purchase behaviour. The study is performed in a particular need to learn to meet global customers where they spend most of their time on the internet. So digital marketing helps you create brand awareness through channels such as social media, e-mail, website, search engines to get the clear picture about the impact of digital marketing on customer purchase decisions.

Keywords: Customer Purchase Behaviour, Entrepreneurship, Digital Channels, Digital Marketing, Innovation

INTRODUCTION

Digital Marketing is generally a wide term which consists of Internet Marketing, Social Media Marketing, and Search Engine Marketing. Digital marketing is act of promoting products and services with the help of digital devices or technology. Digital marketing is often referred to as online marketing internet marketing or web marketing digital marketing is the use of the internet to reach consumers. digital marketing defined it as a projection of conventional marketing. its tools and strategies on the internet. Digital Marketing extends to non-Internet channels that provide digital media, such as television, mobile phones call-back, and on-hold mobile ring tones. Hence, with the trend toward direct, one-to-one marketing, additional attention is being paid to the use of the digital channels as a means of effectively advertising to consumers. While Considering digital channels, the recent development is mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income Consumers, and is forecasted to attain millions of users in the upcoming decade. Thus, research on digital channel advertising would impact greatly on the way business is done. Digital marketing is new compared to traditional marketing channels but if it's implemented strategically we can get better digital media usage is increasing in India digital marketing is an excellent way to influence your target audience into paying customers. the study analysis To study the awareness of digital marketing in Chennai consumers. To analyze the influence of digital marketing in purchase decisions. To analyze the impact of digital marketing in purchase decisions. Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014)

REVIEW OF LITERATURE

(Kaini and Werner, 1998) Innovation of new technology i.e vide internet, helps in opening the gate for marketers and do online marketing to achieve their business goals.

(Umit Kucuk and Krishnamurthy, 2007) The study revealed that the internet and virtual communities helps the consumers, societies and marketer to access and share information with others. It too helps in enhancing the communication skills also.

(Saura et al., 2019), one of the factors that caused this transformation process was the so-called Bubble Point Com, which together with the development of information and communication technologies, built a speculative economic current on companies of technological base or startups and business on the Internet

(Chaffey et al., 2003) Stated the internet marketing strategy as “the definition of approach by which the internet marketing will support the marketing and business objectives of the organizations.” This study analyze in several marketing researchers believe that the companies do not require a separate internet marketing strategy.

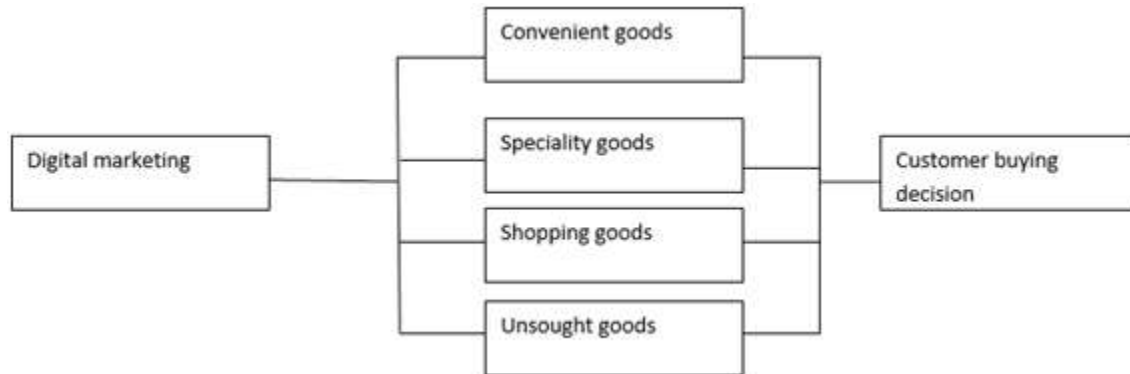


Fig.1: conceptual model of the study

(Chaffey, 2009) Stated the affiliate marketing is a commission based arrangement where the merchant pays a percentage or a fixed commission to the referring website (affiliate publisher) for each lead or sale delivered.

(Glyman et al., 2016). Reported that time spent in online buyers has been continuously increased year by year. The online spending has increased to \$ 12.1 billion and online buyers has increased 49.6 million in 2015 and online spending has \$ 22.7 billion and online buyers has 67.5 million in 2016. The online spending will reach \$ 74.7 billion and online buyers will be increased to 167.8 million in 2020.

(Ul Haq, 2012) Narrated the online advertising lead for direct marketers, It is used as a source of information, this study findings of survey was a positive view of affiliate marketing. Consumer attitude of affiliate marketing is the usefulness, informativeness, incentive and trust.

(Edelman and Brandi, 2015) Mentioned that some merchants hire outside specialists, In house staff are more successful at identifying and excluding affiliates and this study considered the implications for online marketing of affiliate programs more generally

(Buttle, 1996), Stated that the Internet is the central-hub for quick and rapid lifestyle, communication, connecting with people for official purposes. The interactions between customers and service providers in electronic commerce through the retailer’s website. This study measured the relationship between various characteristics of online shopping and customer purchase behaviour towards online shopping and future of online shopping in India.

(Kaini and Werner, 1998) Innovation of new technology i.e vide internet, helps in opening the gate for marketers and do online marketing to achieve their business goals.

(Woodside et al., 1992) that innovation, new technologies and social networks have changed the way of doing business and the business model as we understood it until the last decade of the 20th century. It is important to point out that in the 60s and 70s the emphasis would already be on the value that companies had to identify the interests and orientations of consumers in emerging market studies. Drucker, would explain his fundamental theory of Marketing focusing on customer orientation and segmentation as the keys to Marketing: “Marketing aims to know and understand the consumer so well that the product fits perfectly to their needs

(Godin, 1995) would synthesize Drucker's conception of Marketing in its concept of “Permission Marketing”, where Marketing would put aside aggressiveness for sale and intrusion and focus on getting the permission of consumers before proceeding with the sale process: “Consumers will only give permission to a company to communicate with them if they know what they are going to earn in return

(Afzal and Khan, 2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behaviour of branded garments results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behaviour.

(Zhang et al., 2009) studied switching cost and its relationship with customer retention, loyalty and satisfaction and found that switching cost has a significant effect on customer retention.

(Çizmeçi and Ercan, 2015)investigated the impact of digital marketing tools on brand awareness generation among housing companies.Under this study theoretical framework was drawn for usage of trends in digital marketing.

RESEARCH METHODOLOGY

Research Methodology is the specific procedures or techniques used to identify, select, process and analyse information about a topic.The customer has been targeted to collect the data for this research. Questionnaire with questions of demographic profile and perception about the relationship between Digital marketing and Purchase intention has been circulated to 101 clients. Collected data analysed using Frequency, Mean, Anova and Regression
The sample profile of the study is represented through the following pie charts

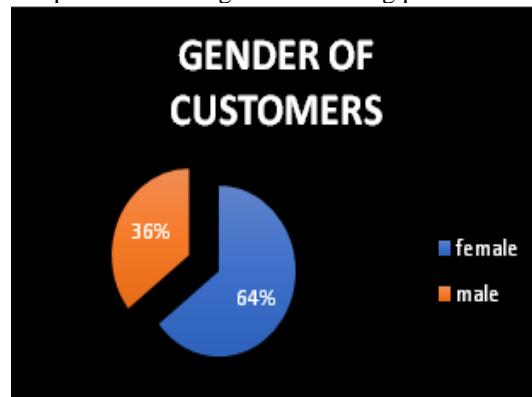


Fig.2: The pie chart shows the percentage of gender in the sample.36% of the sample customers were female and 64% were male customers

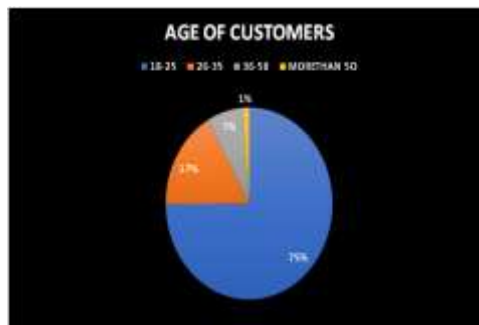


Fig.3: The pie chart describes the age of the customers, i.e respondents. 74%of customers were aged 18-25 years and 16.8% were of age 26-34.

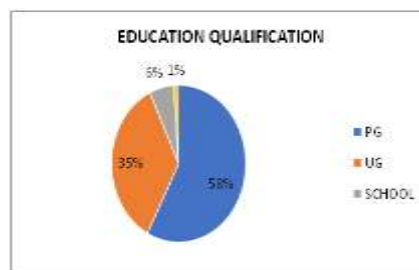


Fig.4: The chart depicts the education background of sample response. 58%of respondents were post graduates 46% of undergraduate courses where only 6% have completed school education

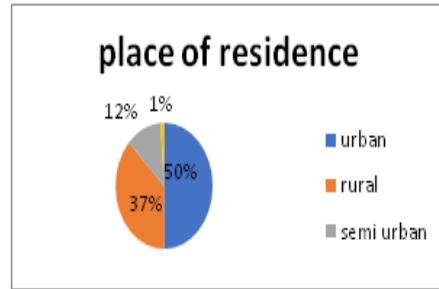


Fig.5: The pie chart describe the place/region of residence of respondents. 50% of respondents were from urban and 17% from rural and 12% semiurban

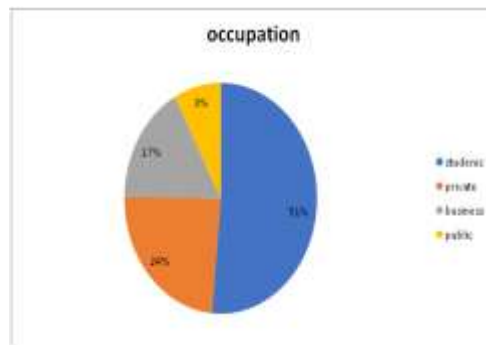


Fig.6: The chart depicts the occupation of respondents. 51% of students and 24% of respondents private employees and 17% of business category whereas 8% of public respondents

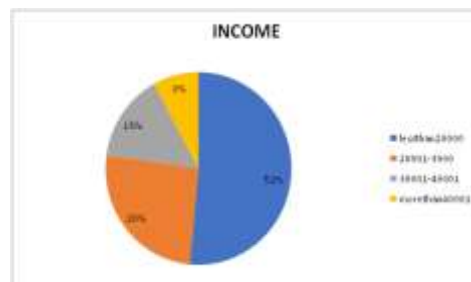


Fig.7: The pie chart describes the annual income of sample respondents. 52% of respondents were earning less than 20000

Table 1: Perception Factor Of Digital Marketing

FACTOR OF DIGITAL MARKETING	MEAN
Search Engine Optimization is a kind of marketing which optimizes the website free from traffic from 4 websites in search engines like Google (SEO)	3.99
Web based publicizing is a critical piece of advanced advertising (Online Advertising)	3.90
Pay-Per-Click is one of the kinds of paid pursuit.(cost-per-click based), and associate publicizing (PPC)	3.42
Through Affiliate marketing you promote 4 people’s products, often thro2h an affiliate network, (Affiliate marketing)	3.35
Social Media marketing is a way for companies or brands to interact with customers or potential customers in a social way (SMM)	3.25
Message about the items is sent through email to the current or potential Customer is 24/7 possible (E-Marketing)	3.19
In Text messaging organizations can send showcasing messages to their clients progressively, whenever and	2.43

The means core and rank are displayed in table 4.7. It shows variable “digital marketing” includes highest mean score of (3.99) followed by Online Advertising (3.90), cost-per-click based (3.42), (Affiliate marketing (3.35), Social Media marketing (3.25), Customer is 24/7 possible (E-Marketing) (3.19), messaging organizations can send showcasing messages to their clients progressively (2.43),All the mean scores are lies between 3 to 2.It concludes that Customer are agreeing towards all the mentioned factors.

Table 2: Factors Of Purchase Intention

Purchase Intention	Mean
Purchase Intention [Digital marketing can be a trusted Channel for purchasing specialty goods]	2.58
Purchase Intention [I don’t want to switch over to some 4 channel 4 than Digital marketing for buying unsought goods]	2.49
Purchase Intention [I prefer Digital marketing for various reasons]	2.41
Purchase Intention [Digital Marketing have better Interaction with the audience in purchase of goods]	2.41
Purchase Intention [I frequently buy shopping goods through Digital Marketing]	2.39
Purchase Intention [I always interested in Purchase of Convenient good thro2h Digital Marketing]	2.10

The mean score and rank are displayed in table 4.8. It shows variable “Purchase Intention” includes highest mean score of (2.58) followed by Digital marketing for buying unsought goods (2.49), cost-per-click based (3.42), (Affiliate marketing (3.35), Social Media marketing (3.25), Customer is 24/7 possible (E-Marketing) (3.19), messaging organizations can send showcasing messages to their clients progressively (2.43),All the mean scores are lies between 3 to 2.It concludes that Patients are agreeing towards all the mentioned factor

Table 3: ANALYSIS OF GENDER, MARITAL STATUS, AGE, OCCUPATION TOWARDS DIGITAL MARKETING, ANALYSIS OF QUALIFICATION,PLACE OF RESIDENCE ,MONTHLY INCOME TOWARDS DIGITAL MARKETING

FACTOR OF DIGITAL MARKETING	Gender t-value	Marital status t-value	Age f - value	Occupation f-value	Qualificationsf-value	Place of residence f-value	monthly-value
Online advertising	695	161	2.203	2.067	1350	618	574
E-Marketing	306	605	945	1.698	954	565	3543
SEO	781	929	061	169	249	655	161
SMM	1.462	671	472	1.195	1372	1363	2051
INTEXTMESSAGING ORGANIZATION	352	018	782	1.212	1337	1998	1207
PPC	1.539	658	1704	1404	127	125	1344
AFFILIATE MARKETING	805	712	310	2256	268	390	425

Table 4: ANALYSIS OF MARITAL STATUS, MONTHLY INCOME,OCCUPATION,QUALIFICATION

Purchas Purchase intention	Marital Status t-value	Marital status t-value	Age F-value	Monthly income	occupation	Qualification f-value	Place of residence f-value
Convenient good	1.543	715	1.116	2.247	2.518	1.460	099
Shopping goods	964	298	856	1.327	902	1.035	1.978
Digital marketing for various reasons	279	365	901	581	325	799	1.940
Unsought goods	1.063	494	570	1.931	605	499	053
Purchasing speciality	006**	1.736	2.250	285	095	707	2.492
Interaction audience purchase of goods	1.154	830	743	866	2.637	032	542
Buying decisions	1.154	830	743	866	2.637	032	542

INTERPRETATION: TABLE 3 and 4 is clear that variable digital marketing have the significant value of less than 0.05.it is inferred from the table that the digital marketing variable is influencing the purchase intention

Table 5: REGRESSION ANALYSIS

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics	
					R Square Change	F Change
1	.630 ^a	.397	.352	.45316	.397	8.765

Table 6: Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.891	.264		7.174	.000
	In Text messaging organizations can send showcasing messages to their clients progressively,	.348	.049	.608	7.176	.000

Interpretation:

Table 5 displays the Model fit summary and Anova results of regression analysis. Table 6 provides the beta coefficients of regression R is the correlation, its value is .630 and R square is degree of determination, its value is .0352. The degree of determination shows the Digital marketing of customer satisfaction. Here the customer satisfaction is determined to an extent of 35.2% by digital marketing . Table shows the values of beta and the significant value. It is clear that variables such as Patient have the significant value of less than 0.05. It is inferred from the table that the digital marketing variable is influencing the purchase intention

CONCLUSION

The study is made in a particular analysis the results of the study reveals that people are aware of the digital channels In spite of their educational qualification, customers use to prefer digital channels to buy any sought of products, no much role of monthly income plays a role choosing a kind product buy through digital marketing. Mostly people prefer shopping goods to buy through digital channels and its came to known from the study that there is arise in purchase intentions through digital marketing among people. There exists a future scope to analyse the study on digital marketing on customer purchase decisions for a wider geographic area to obtain more accurateresults.

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