



A STUDY ON THE INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOUR ON CONSUMER GOODS WITH SPECIAL REFERENCE TO CHENNAI CITY

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Abstract: Marketing is a business process that entails communicating value to customers, a company, or an organisation. Digital marketing refers to the use of digital tools and processes to deliver value to customers. Digital marketing utilize tools like social media, search engines, and content marketing, which includes the development of videos, blogging posts, email marketing, and online advertising. Traditional marketing relies on tools and platforms like television, magazines, newspapers, billboards, direct mail, and other printed formats. The purpose of this study is to examine the significance and influence of digital marketing on consumer purchasing patterns. Based on 100 respondents to the administered questionnaires, the study's findings suggest that digital marketing is an essential tool in consumer decision making which improves the organizational productivity and also in capturing wider area of the market. Therefore digital marketing can be considered to have a favourable influence on consumer purchasing patterns, allowing traditional markets to disappear from the world of competition.

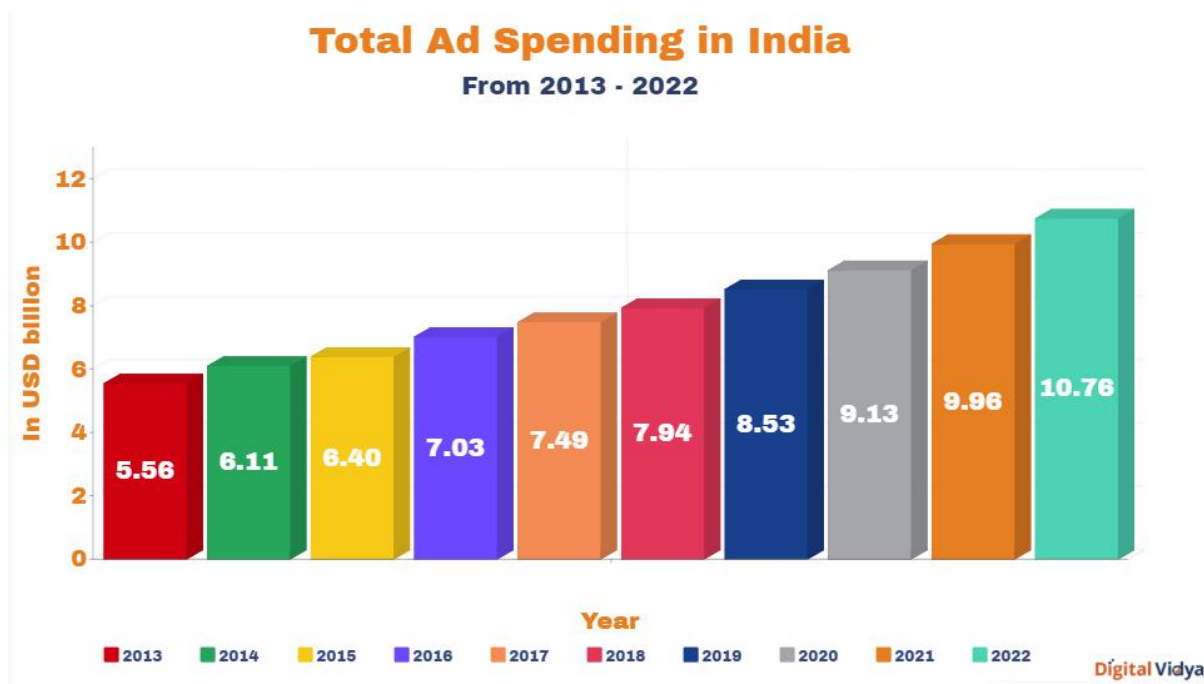
Keywords: Advertising, Digital marketing, Traditional marketing, Social media marketing, Consumer decision-making.

1. INTRODUCTION:

Digital marketing is also referred to as online marketing or internet marketing. Digital marketing is crucial for reaching a large audience, but it is also significant for customers because it gives them numerous opportunities to interact with company representatives and individuals who are already using the products they intend to buy. Digital marketing techniques are replacing traditional marketing strategies as time passes on due to advancements in technology and internet usage. A platform for digital marketing enables customers to access a wide range of goods from around the globe as well as within their specific geographic limitations. Therefore, it is believed that there are no geographic limits in the age of digital marketing. Over time, the phrase "digital marketing" has gained a lot of popularity. Digital marketing enables marketers to merchandise their goods and services on online marketplaces in accordance with consumer demand. Customers view digital marketing as a beneficial tool since it enables them to quickly find answers to their questions, receive more precise and accurate information, and solve their problems. The idea of digital marketing has influenced customer purchasing behaviour in addition to benefiting the businesses that have implemented it. In general, the costs of the businesses that are implementing the idea of digital marketing have decreased, which has led to a higher market share being attained.

DIGITAL MARKETING PRESENT SCENARIO IN INDIA

Indian marketing has advanced quickly to keep up with both technological advancements and consumers' continuously changing needs. Digital media has emerged as a formidable rival and is anticipated to overtake television as the primary marketing channel in the coming years, despite the fact that television still dominates marketing strategies. Given the nation's propensity for technology, marketers were prudent to adopt digital techniques quickly, as evidenced by the rising proportion of digital marketing budgets each year. The substantial media expenditures made by the FMCG, e-Commerce, and financial service verticals are also predicted to support the digital media market's expected compound annual growth rate of above 30%. The core of the nation's marketing environment is a sizable digital advertising sector. However, marketing is a more comprehensive process that also includes manufacturing, price, and promotion in addition to advertising.



Source. <https://www.digitalvidya.com/blog/growth-of-digital-marketing-industry-in-india/>

SIGNIFICANCE OF DIGITAL MARKETING:

Over time, digital marketing has emerged as the most popular. For gathering extensive information and communicating directly with the customers, digital marketing is crucial. Digital marketing promotes goods and services online via any digital platform, including mobile devices. Customers who are satisfied with the results of digital marketing are those whose questions and suggestions about any goods or services are answered. Traditional marketing is less convenient in the digital market than other forms of communication.

Global Reach: Traditional marketing is geographically constrained, and launching an international marketing campaign may be challenging, costly, and time-consuming. However, considering digital marketing takes place online, it has a tremendously wide audience that you may contact. Businesses now have access to a wide range of potential growth prospects thanks to the internet. Any firm has a lot to gain from having visibility and a worldwide reach.

Local Visibility: While having a global audience is undoubtedly a benefit of digital marketing, it also enhances local visibility, which is crucial if your company depends on local customers. Local SEO and locally focused advertising can be helpful for businesses looking to increase footfall.

Less expensive: When compared to online marketing, the expense of marketing a product through a retail outlet is considerable. Users did not contribute to store maintenance in any way. The item is shown in the store as customers place orders based on what they want.

Personalization: For executing the quicker and simpler customer interaction on the digital market, customer needs are efficiently met. Because they make informed purchases, customers are more satisfied with the products thanks to digital marketing.

Effective Targeting: Digital marketing helps you to extract data to determine which audiences would perform best for you and optimise your campaign around them, even if you don't have a clear understanding of your target audience.

Increased Engagement: Digital marketing is by its very nature very engaging. Users can interact with your website by clicking on paid advertisements, sharing blog posts, liking photos, or saving videos. The fact that all of these acts can be measured is the best part.

Analytics and Optimization: Web analytics, which track the effectiveness of digital marketing efforts in real-time, is another significant benefit of digital marketing. This aids in future campaign optimization and expedient error



correction. By analysing your digital marketing strategies, you can also identify every traffic source and have complete control over your sales funnels.

INFLUENCE OF DIGITAL MARKETING ON CONSUMER PURCHASE BEHAVIOUR:

Customers are turning into researchers by utilizing the Internet in more practical ways. Users are more knowledgeable, driven, and overloaded with digital content. Every business uses digital channels to sell its goods. Customers may check and compare products very easily when making an online purchase. The relationship between a firm and internet influencers has a significant impact on the decision to purchase a specific product. The most accurate method used as a customer's most trusted source of counsel is digital word-of-mouth. Word-of-mouth is spread in the modern digital environment with the aid of consumer reviews, influencer endorsements, etc. Before making a purchase, shoppers ensure that they would research what other brand customers have to say about the product or service in question. Customers are not hesitant to try new things. Recently, consumers have been particularly wary about changing the labels they have been using all along. But things have changed over time. Nowadays, business idea has expanded greatly. They are more receptive than ever to goods and companies with higher standards. Only digital marketing made all of this possible and made it simpler for these new brands to connect with consumers. Customer involvement or engagement is difficult since there are so many options available, and switching is quick. In the end, buyers aren't in the mood to haggle or bargain in any form these days. We anticipate any inquiries or issues being addressed right away. On digital platforms, which have the power to make or damage a company's reputation in a matter of seconds, we openly share their opinions and points of view. Most users quickly trust unfavourable news and criticism, but very few genuinely post positive ratings. However, a lot of rivals take advantage of this by posting critical remarks from fictitious accounts on the websites of their respective businesses. This can be accomplished by using an effective online reputation management (ORM) strategy, where interactions with customers have the potential to transform a poor reputation into a positive one.

2. OBJECTIVES:

The main objective is given as follows:

- To study the awareness of digital marketing in India
- To study the demographic profile of consumers
- To study digital marketing influence on consumers purchase behaviour

3. HYPOTHESIS OF THE STUDY:

H₀: No significant relationship between income and product preference to buy through Digital Platform

H₁: Significant relationship between income and product preference to buy through Digital Platform.

H₀: No significant difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision.

H₁: Significant difference between Mean Rank of platforms influencing digital marketing towards Consumer purchase decision.

4. LITERATURE REVIEW:

Service providers and customers can now communicate with one another online rather than in person thanks to the internet. Globally, online shopping has taken over as the preferred way for individuals to buy goods and services. People now prefer to shop online since it is more convenient and secure than going to crowded stores. The market provides for practically all of a person's daily needs and serves people from various social and economic backgrounds. Here are some instances of consumer purchase behaviour surveys and research projects carried out by various people from various nations

CONSUMER PURCHASE DECISION:

Abdul Brosekhan and Muthu Velyautham (2010) conducted a combined research on consumers' buying patterns for home appliances. It makes an effort to examine customer purchasing patterns for particular household appliances. Krishna Kumar (2011) conducted research on the purchasing patterns of the growing population with disposable income and their growing interest in electronic devices.

Parikh (2011) discovered that consumer behaviour and behavioural intentions can be used to forecast whether or not consumers will accept innovations like online purchasing. The research conclusively demonstrates that traditional



factors like perceived utility (PU) and attitude toward usage (A) remain important determinants of behavioural intentions to use (BI) online purchasing. The study also showed that behavioural intentions to engage in online shopping were significantly influenced by security/privacy concerns.

Singhal and Shekhawat (2012), research on consumer behaviour is influenced by how consumers behave when making purchases. The customers are thought to be the most important component, acting as the buyer, payer, and procurer in this mechanism. The research of purchaser's behaviour is concerned with how people choose to spend their available resources—time, money, and effort—on consumable or usable things.

DIGITAL MARKETING:

Sharma (2002) Internet marketing benefits businesses since it gives them more opportunities to serve customers. It would alter the marketing process and have an impact on the markets, cost models, geographic locations, timing, and level of competition.

Foux's (2006) analysis of social media revealed that they are a more reliable and trustworthy source of information about an organization's products and services than corporate-sponsored communications.

Lages et al. (2008) established the five most essential criteria required for positive word-of-mouth value and customer loyalty. Relationship orientation, relationship commitment, trust, collaboration, and relationship satisfaction are the five criteria.

5. RESEARCH METHODOLOGY:

Modern management researchers are placing a lot of emphasis on digital marketing. Relationships between "Digital Marketing and Consumer Purchase Behaviour" were examined in this study. The use of digital marketing technologies enables customers to keep the business information organised. The businesses keep updating information regarding their products or services. Customers are able to browse the business website, research the products, and make an online purchase. Customers receive detailed information about the goods or services. Consumers make comparisons with similar products. Digital marketing made it possible for customers to make purchases around-the-clock. In digital marketing, prices are open and transparent. The primary information needed to study the influence of digital marketing on various metrics was gathered by questionnaire. 100 respondents provided the primary data that was collected. The respondents are chosen from the Chennai District, Tamil Nadu. Primary data was gathered in organised form via google form or by directly approaching respondents in a survey. 100 participants in the study have made digital purchases of goods or services. Through the use of statistical tools like the chi-square test, the data were analysed and the hypothesis was tested.

Table 1 Research Methodology Table

Research Design	Descriptive
Sampling Technique	Random Sampling
Sample Size	100 respondents
Data Collection	Primary Data:- Questionnaire Secondary Data:- Journals, Books, Internet
Testing of Hypothesis	Chi-square test, Friedman test

6. ANALYSIS AND INTERPRETATION:

The purpose of this research is to examine how "customer purchase behaviour" for consumer goods is influenced by digital marketing. The results are analysed with data collected from survey respondents. This chapter discusses the respondents' demographics, the many aspects of consumer purchase behaviour, Digital Marketing, and their interactions. Based on their responses, the table below is interpreted.



Table 2 Response from Online Buyers

	Category	No. of Respondents	Percentage
Gender	Male	61	61
	Female	39	39
Age	less than 25 years	23	23
	25 - 35 years	41	41
	35 - 45 years	28	28
	Above 45 years	8	8
Profession	Pvt. Employee	29	29
	Govt. employee	12	12
	Business	26	26
	Student	16	16
	Others	17	17
Monthly Income/ Family Income	Below 15000	18	18
	15001-30000	35	35
	30001-50000	30	30
	Above 50000	17	17
Frequency of online purchase	less than 3 purchases	21	21
	3 - 6 purchases	42	42
	7- 9 purchases	31	31
	10 or more purchases	6	6
Reasons for online shopping	Doorstep Delivery	8	8
	Wide Variety of Products	28	28
	Various Methods of Payments	22	22
	Lower prices	26	26
	Others	16	16
Influence of digital marketing in consumer purchase decision	Yes	93	93
	No	7	7
Digital platforms that influence consumer to purchase	Social Media	41	41
	SEO & SEM	13	13
	Mobile Advertising	25	25
	Websites	12	12
	Emails	9	9
Product preferred to buy through digital channel	Convenience Goods	23	23
	Shopping Goods	43	43
	Specialty Goods	34	34



Satisfaction in purchase through digital channel	Strongly Agree	23	23
	Agree	37	37
	Neutral	28	28
	Disagree	7	7
	Strongly Disagree	5	5
From which digital channel you purchased products	Social Media	39	39
	Websites	31	31
	Email	7	7
	Advertising	19	19
	Others	4	4
Availability of information about the product online	Excellent	21	21
	Good	43	43
	Average	27	27
	Poor	9	9

In the current market, digital marketing has promising potential. Customers are satisfied after spending money on goods which are digitally marketed. People use the secure online payment method. 61% of online shoppers are men, which is a high proportion. 100% of respondents were aware of online buying. The range of respondents' monthly income (35%), is from Rs. 15,001 to Rs. 30,000. A sizable portion of respondents, 28%, believe that there is a broad selection of things available for purchase online. The remaining respondents agree that there is a wide range of affordable products and payment options. According to 43% of respondents, it is easy to find product information online. In a given month, 42% of the respondents make 3–6 goods purchases.

Relationship between monthly income and product preference to buy through Digital Channel using Chi Square Test:

1. Table 3 Relationship between income and product preferred to buy through digital platform

	Convenience goods	Shopping Goods	Specialty Goods	<i>Row Totals</i>
Below 15000	5 (4.14) [0.18]	9 (7.74) [0.21]	4 (6.12) [0.73]	18
15001-30000	7 (8.05) [0.14]	14 (15.05) [0.07]	14 (11.90) [0.37]	35
30001-50000	9 (6.90) [0.64]	15 (12.90) [0.34]	6 (10.20) [1.73]	30
Above 50000	2 (3.91) [0.93]	5 (7.31) [0.73]	10 (5.78) [3.08]	17
<i>Column Totals</i>	23	43	34	100 (Grand Total)

The data are interpreted from above table 3.

Based on the calculation, the chi-square statistic determined is 9.1534. The p-value given is 0.165134. The result is significant at $p < 0.05$ with minimum significance level. The null hypothesis is accepted and there is no relationship between monthly income and product preference to purchase through the digital channel.



Difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision.

Table 4 Friedman test for significant difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision.

Factors	Mean Rank	Sum of Rank (R)	R ²	Chi-Square value	Table value
Social Media	3.51	210.6	44352.36	26.2944	9.48
Websites	2.91	174.6	30485.16		
Mobile Advertising	3.43	205.8	42353.64		
E-mails	2.20	132	17424		
SEO & SEM	2.95	177	31329		
Total			165944.16		

Friedman’s test is

$$\chi^2 = \frac{12 \sum R^2}{N(K)(K+1)} - 3N(K+1)$$

$$= \frac{12(165944.16)}{60(5)(6)} - 3(60)(6)$$

$$= 26.2944$$

Hence calculated value of $\chi^2 = 25.854$

$$\text{Table value of } \chi^2 = \chi^2_{k-1, 5\%}$$

$$= \chi^2_{4, 5\%}$$

$$= 9.48$$

The data are interpreted from above table 4.

It is calculated value of Chi-square is greater than table value of Chi-square, the null hypothesis is rejected at 5% level of significance. It is concluded that there is a significant difference between Mean Rank of platforms influencing digital marketing towards consumer purchase decision. Mean level of Social Media Platforms is more when compared with other factors influencing digital marketing.

7. CONCLUSION:

The marketer must understand the distinctions between the various marketing theories in order to select the most effective implementation tools. Digital marketing has evolved as one of the most influential business models, contributing significantly to a company's success. Social media, on the other hand, is the new way to communicate with everyone; it is a component of digital marketing and helps to transform the way new customers are found and items are promoted in the current competitive market.

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