



CONSUMER PERCEPTION TOWARDS DIGITAL MARKETING FOR BUYING `HOUSEHOLD ARTICLES AT THE TIME OF PANDEMIC PERIOD IN CHENNAI CITY

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Abstract: Digital Marketing is a branch of marketing that utilizes internet and digital technologies such as Computers, Mobile phones, Websites, Social Media platforms, Application Software, e-mail and other platforms to promote products and services. The development of Digital Marketing in the 2000's, changed the way brands and marketers use technology for implementing marketing plans and strategies. With increase spread of the ill effects of covid19 virus on the business sector, digital marketing has become a topmost on the business to advertise their products. Brands are investing more than ever in digital marketing to engage with their target customers, as most of the people is likely to be addressed only by the means of online advertisement. Therefore it is important to understand the consumer perception on digital marketing. Hence, it is imperative on the part of the researchers to study the consumer's response in digital marketing. The need for the study is to know the level of awareness and the factor influencing the consumer perception towards digital marketing.

Key Words: Digital Marketing, Technology, Pandemic, Household Articles.

1. INTRODUCTION:

In recent times, Digital Marketing have become more prevalent, employing combination of Content Marketing, Micro-Video Marketing (M.V.M), Search Engine Optimization (S.E.O), Search Engine Marketing (S.E.M), Social Media Marketing (S.M.M), Influencers Marketing, In-App P.O.S Advertising, Social Media Optimization (S.M.O), e-Commerce Marketing, Digital Advertisement Displays, e-mail Marketing, etc., While the Digital Marketing and Advertising were growing at a steady pace, the outbreak of Covid-19 gave it an unexpected boost, by making the people locked down at home with less or no work hand and influencing a fast paced behavior shift towards digital platforms, digital media, and digital content. Digital marketing strategies involves efforts to adopt the advertising to different platforms, and to customize the advertising to different buyers and also to different devices rather than a large coherent audience.

2. STATEMENT OF THE PROBLEM:

With increase spread of the ill effects of covid19 virus on the business sector, digital marketing has become a topmost on the business to advertise their products. Brands are investing more than ever in digital marketing to engage with their target customers, as most of the people is likely to be addressed only by the means of online advertisement. Therefore it is important to understand the consumer perception on digital marketing. Hence, it is imperative on the part of the researchers to study the consumer's response in digital marketing.

3. OBJECTIVE OF THE STUDY:

- To identify the factors of digital marketing in building and maintaining customer relationship.
- To identify the various channel of digital marketing at the time of pandemic.
- To compare the consumer perception towards traditional marketing and digital marketing at the time of pandemic
- To identify the challenges of digital marketers towards consumer perception



4. NEED OF THE STUDY:

Digital marketing plays a consumer perception buying household articles during the pandemic period. In this period has made people to shift from traditional marketing to digital marketing. The need for the study is to know the level of awareness and the factor influencing the consumer perception towards digital marketing. The study also analyzes the level of perform for buying household articles through digital marketing in this pandemic period.

5. SCOPE OF THE STUDY:

The result of the study highlights the satisfaction level on factors influencing the customer to purchase household articles in this pandemic period. The study also highlights the areas where the digital marketer should focus to increase the consumers base. The study helps to understand the consumer perception, attitude towards buying household articles through digital marketing in this pandemic period.

6. LIMITATIONS OF STUDY:

- The study is based on the views expressed by the consumers only.
- The results of the study cannot be taken universal as the sample size is limited.
- The study was based on questionnaire and few were reluctant to share the information.

7. RESEARCH METHODOLOGY:

Research methodology describes the methodology carried out to complete the research work. A research design is a part of the research project to investigate and find answer to the research question. Descriptive research design was used to determine the frequencies, percentage, mean and standard deviation of the measures used in the study.

A survey method, using a standard questionnaire, was used for collecting primary data from the respondents because it offers a more accurate means of evaluating information about the sample and enables the researchers to draw conclusions about generalizing the finding from a sample to a population

RESEARCH DESIGN:-

A research design is the program that guides the researchers in the process of collecting, analyzing and interpreting data. To achieve the goals of the study, the research is conducted from customers point of view through structured questionnaire which is then coded, classified and tabulated for the purpose of analysis under SPSS. Based on the report analysis, findings and conclusions are drawn.

SAMPLE SIZE:-

Sample size determination is the act of choosing the number of observation or replicates to incorporate in a statistical sample. Out of total population, 91% of people are using digital marketing and rest of the people using traditional marketing in this pandemic period.

DATA COLLECTION METHOD:

- A well- structured questionnaire was developed for the collection of adequate primary data on different aspects.
- The questionnaire was prepared to understand the consumer perception towards digital marketing.
- The questionnaire was prepared in such way that it has all the details relating to the objectives of the study
- A questionnaire was sent through the google forms to various respondents.

8. REVIEW OF LITERATURE:

- **Dhanya, Amritha , Nithya:** With more people spending time online, digital marketing has grown in popularity. As a result, it is critical to comprehend consumer attitudes toward digital marketing. Websites were used as online brochures when digital marketing first began. Over time, it has expanded to include a wide range of tools, such as Blogs and social media sites the internet is becoming a significant tool in the mass media, as it is employed as a global communication platform. Knowledge, goods, and services are transferred and exchanged across global boundaries via this communication technology.
- **Bhavya Bohra, Vijay Giri, Gautam Sharma Swati Sharma, Himanshi Malik, Bhoomi Kedia:** The study of consumer behavior is included in the research since, with the rise of digital marketing, it is no longer easy to



entice customers. What appeals to them is what ultimately persuades them to make the buy. They'll make comparisons between you and other people. Your customers will compare your brand to that of your competitors and choose the one that best meets their needs elements. Every brand must stay on its toes in order to meet consumer expectations and everyone has kept their social media presence up to date.

- **Clara Herlinakarjoet.,al.. (2021)** The author conducted the research to determine the impact of Digital Marketing Media on Household Business Sales during the Covid-19 Pandemic. The researcher conducted this study to discover how these home businesses sustain their small-scale businesses by utilizing various digital marketing media (Instagram, Facebook, WhatsApp, and Word of Mouth). According to this study, social media plays an important role in increasing product sales.
- **Shengayu Gu et.,al.. (2021)** The author explored the impact of the COVID-19 pandemic on online consumer purchasing behavior. The goal of this study was to develop a methodological approach for assessing the relationships and level of influence of the factors activating online consumer purchasing behavior in the context of the COVID-19 pandemic. This study demonstrated the shifting influence of online consumer purchasing behavior factors during the pandemic. The increasing importance of consumer decision-making speed when purchasing goods and services online was determined.
- **MamtajAkte et., al.. (2020)** The author studied the perspective of digital marketing communication of branded cosmetics among Bangladeshi customers. According to the findings of this study, digital marketing communication can influence every stage of purchasing decision behavior, with a high level of involvement in purchasing branded cosmetics. In this study, the researchers also discovered that customers have positive feelings toward digital platforms during the pandemic (COVID-19).
- **Mrinal Phalle et., al.. (2020)**The author inspected the consumer attitudes towards digital marketing challenges. The primary goal of the researchers in this study is to evaluate the level of understanding as well as the challenges encountered in digital marketing. This study suggests that in order to ensure the success of digital marketing staff, they should be well trained so that they have the necessary skills and knowledge to handle better tools, platforms, and trends as they rise.
- **Rahman EiJunusi (2020)** The author explored the digital marketing during the Pandemic Period; A Study of Islamic Perspective. The researcher's objective is to discover the prospects and effects of digital marketing during the pandemic period, as well as to develop the concept of digital marketing from an Islamic perspective. The researcher discovered that advances in information technology played a role in the development of digital marketing, especially during the Covid-19 Pandemic.

9. ANALYSIS:

FREQUENCY DISTRIBUTION:-

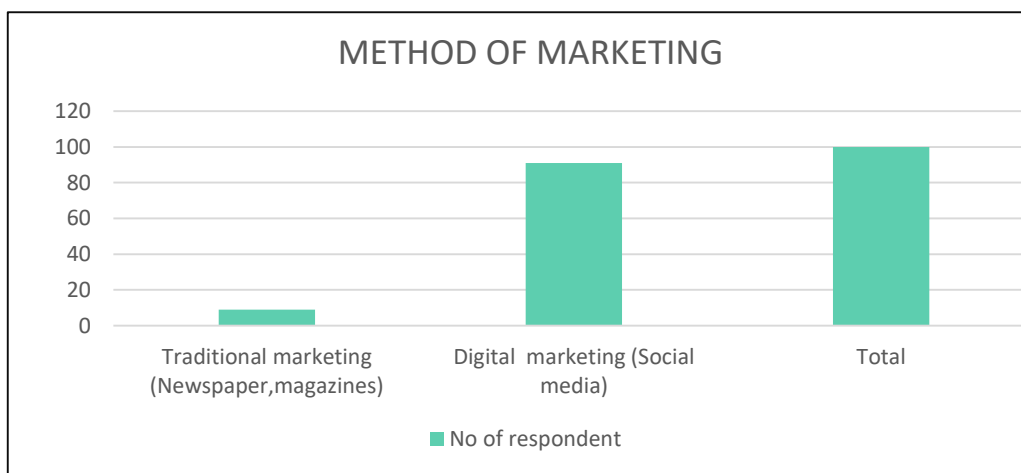
TABLE 1: Frequency distribution for the method of marketing advertising for buying household articles during pandemic period

Which method of marketing advertisement is useful for buying household articles during pandemic period?	No of respondent	Percentage
Traditional marketing (Newspaper, magazines)	9	9
Digital marketing (Social media)	91	91



Fig 1: Bar diagram represent for the method of marketing advertising for buying household articles during pandemic period .

Interpretation:



From the above diagram, 91% of people are using Digital marketing, 9% people are using traditional marketing

RELIABILITY STATISTICS

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.785	0.773	7

TABLE: 2 TABLE SHOWING RELIABILITY STATISTICS VALUE

INFERENCE:-

The obtained alpha score is 0.785, which indicates that the scale has high internal consistency (reliability). Cronbach's alpha is a reliability coefficient that indicates how well the items are positively correlated to one another. The closer the Cronbach's Alpha is to 1, the higher the internal consistency. As a thumb rule, values below 0.6 are considered to be poor, 0.6 to 0.7 ranges are acceptable and those over 0.7 are good.

HYPOTHESIS 1:-

NULL HYPOTHESIS:-

There is no association between age of the people and challenges faced by the digital marketers towards consumer perception

TABLE :- CHISQUARE for association between age of the people and challenges faced by the digital marketers towards consumer perception

INFERENCE:-

Since P value is less than 0.01, the null hypothesis is rejected at 1% level. With regard to factors of unaware of consumers taste and preference, trust issue, less number of choice, product unavailability. Hence, there is association between age of the people and challenges faced by the digital marketers towards consumer perception

HYPOTHESIS II:-

ONE-WAY ANOVA shows significant difference between the income and level of satisfaction of the people for buying household articles



	Mean Square	F-value	Sig
Time consuming	0.439	3.472	0.019
Rate your level of satisfaction for house hold articles [Quality of the product]	0.667	3.459	0.019
Rate your level of satisfaction for house hold articles [Worth of money]	0.737	2.709	0.049
Rate your level of satisfaction for house hold articles [Payment mode]	0.546	3.878	0.012
Rate your level of satisfaction for house hold articles [Delivery]	0.643	2.236	0.089

INFERENCE:-

Since P value is less than 0.01, the null hypothesis is rejected at 1% level. With regard to the level of satisfaction for household articles in time consuming, quality of the product, worth of money, payment of mode and delivery. Hence, significant difference among the level of satisfaction for household articles in digital marketing with respect to the factor that income of the people

10. FINDINGS OF THE STUDY:

- From the study it is found that the majority of [82%] of the people are between the age of 20-30
- The study indicates the most of the respondents are post graduates [52%]
- It is found that the maximum number of respondents are working peoples [46%]
- The study reveals that the maximum number of respondents are unmarried [58%]
- The study reveals that majority of the respondents fall under the monthly income group of below 30000 [48%]
- From the study majority of the respondents are rated that the prices of household articles through digital marketing is affordable [63%]
- From the study it reveals the satisfaction level of an customers for buying household articles through digital marketing. Majority of the respondent are highly satisfied with time consuming,
- Majority of the respondent satisfied with quality of the product, worth of money, payment mode and delivery of the product.

11. SUGGESTIONS OF THE STUDY:

- Digital marketers should identify the consumers taste and preferences.
- It is suggested that the digital markers should gain trust from the consumers
- Digital marketing should be conscious and seek attention among all age group of people for the future.
- Digital marketers must know when and how to enhance the process of convenient buying by emphasize to dynamic sales channels.

12. CONCLUSION:

The study is focused on understanding consumer perception towards digital marketing for buying household articles. This study is evident that the customers are familiar about the digital marketing for procuring household articles. They often utilize digital marketing for buying household articles in the pandemic period.

The Digital marketers are gaining trust from the customer by identifying the consumer perception and preferences and increase convenience buying including quality of the product, accessibility, availability, maintain wide range of the product as these are the most influential section of digital marketing.

It is concluded that costumers using this mode for buying household articles have escalated gradually and also their positive attitude towards digital marketing have increased since they are recommending to others.



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