

A Study on Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi

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Abstract:- Digital marketing can be defined as the process of promoting of brands using digital distribution channels comprising internet, mobile and other interactive channels. The basic advantage in this form of advertising lies in its low cost model. The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out whether the consumers are aware of digital marketing and the digital channels influence their purchase decision. The study is carried out through survey from 50 respondents. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to by shopping goods through digital channels. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world is moving towards digital era, the digital channels play a vital role in the increase of sales of any firm's products. So the present study made an attempt to reveal the impact of digital marketing on customer purchase decision. This report will help to get an idea about digital marketing and how the digital marketing has impact on revenue generation for digital marketing companies.

Key Words: Digital, Online, goods, revenue, channels.

INTRODUCTION

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient.

Digital marketing, e-marketing, Internet marketing and electronic marketing are all related in terms which, basically put; refer to "marketing online whether via websites (Chaffey & Smith, 2008) and Waghmare (2012) e commerce pointed out promotion of products through digital media. Digital marketing methods such as search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in our advancing technology. In fact, digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

There are a number of ways brands can use digital marketing to benefit their marketing efforts. The use of

digital marketing in the digital era not only allows for brands to market their products and services, but also allows for online customer support through 24/7 services to make customers feel supported and valued. The use of social media interaction allows brands to receive both positive and negative feedback from their customers as well as determining what media platforms work well for them. As such, digital marketing has become an increased advantage for brands and businesses. It is now common for consumers to post feedback online through social media sources, blogs and websites on their experience with a product or brand.

It has become increasingly popular for businesses to use and encourage these conversations through their social media channels to have direct contact with the customers and manage the feedback they receive appropriately. Examples can be that social media users share food products and meal experiences highlighting certain brands and franchises. This was noted in a study on Instagram, where researchers observed that adolescent Instagram users' posted images of food-related experiences within their social networks, providing free advertising for the products. It is increasingly advantageous for companies to use social media platforms to connect with their customers and create these dialogues and discussions. The potential reach of social media is indicated by the fact that in 2015, each month the Facebook app had more than 126 million average unique users and YouTube had over 97 million average unique users.

REVIEW OF LITERATURE

Digital marketing technologies permit the customers to keep on with the company information rationalized (Gangeshwer, 2013). These days a lot of customers can way in internet at any place whichever time and companies are constantly updating information regarding their goods or services. Customers know how to visit company's website, examine with reference to the products and make online purchase and afford feedback. Consumers get complete information related to the products or services (Gregory Karp, 2014). They can make comparison with other related products. Digital marketing allows 24 hours of service to make purchase for the consumers. Prices are transparent in the digital marketing (Yuliharsi, 2011). According to Flipkart, the penguin dad is considered one of the 'best dads' in the animal kingdom. The penguin child is one of the few species on Earth that is raised equally by both mother and father, who take turns going into the sea to catch fish so that one is always with the child. Amazon has 20 years' worth of shopping data collected over the millions of visits to their site. Artificial Intelligence enables Amazon to improve the user experience for their billions of shoppers, at the individual level. From relevant product recommendations to understanding search language (voice and text) through machine learning, Amazon delivers a customised experience to each shopper.

OBJECTIVES OF THE STUDY

The present work on digital marketing has been carried out with the following objectives:

- To study the awareness of digital marketing in thoothukudi.
- To analyze the influence of digital marketing in purchase decision.
- To know about the kind of products bought by utilizing digital channels.

SCOPE OF THE STUDY

In the present state of growing digitalization, corporate entities in India with importing new technology, a comprehensive analysis of consumer's mindset related outcomes like personal characteristics, advertisement value, consumer choice and perceptions are considered to understand the impact of digital marketing with special reference to thoothukudi.

DESIGN OF THE STUDY

SAMPLING PROCEDURE

A sample of 50 respondents was selected for the study. The researcher has adopted simple random sampling technique for the collection of data from the respondents.

SOURCE OF DATA

The present study is based on both primary data and secondary data. Primary data were collected through interview schedules from the respondents. Secondary data consists of different literatures like websites, published articles, books, journals, etc.

FRAMEWORK OF ANALYSIS

After the completion of the data collection, the filled up schedules were edited properly. Codification was done to the responses collected. For further processing a master table was prepared to sum up all the information collected. With the help of master table, frequency tables were prepared for further analysis by using chi-square and ranking.

LIMITATIONS OF THE STUDY

Every research suffers from errors and limitation. Some of these are inherent in the research design while some other become parts of the study during various stages of operations. The following are the limitations of the study: The convenience sampling method is followed in selecting the respondents. So the results of the study may be biased. As the study was conducted for a short duration, it was difficult to study in depth about the various aspects. Time, cost and other resources were constraints for a fully comprehensive study.

RESULTS AND DISCUSSION

TABLE 1
RELATIONSHIP BETWEEN EDUCATIONAL QUALIFICATION AND AWARENESS ABOUT DIGITAL MARKETING

Null Hypothesis (H₀):

There is no relationship between Educational Qualification and Awareness about Digital Marketing.

ROWS & COLUMNS	O	E	O-E	(O-E) ²	(O-E) ² /E
R ₁ C ₁	2	4.9	-2.9	8.41	1.716
R ₂ C ₁	8	7.7	0.3	0.09	0.011

R ₁ C ₂	21	16.8	4.2	17.64	1.05
R ₂ C ₂	2	4.2	-2.2	4.84	1.115
R ₁ C ₃	2	1.4	0.6	0.36	0.257
R ₂ C ₃	5	2.1	2.9	8.41	4.004
R ₁ C ₄	3	3.3	-0.3	0.09	0.027
R ₂ C ₄	3	7.2	-4.2	17.64	2.45
R ₁ C ₅	4	1.8	2.2	4.84	2.688
R ₂ C ₅	0	0.6	-0.6	0.36	0.6
Total	50			$\chi^2=2.102$	

Source: Primary Data

The above table shows the relationship between the Educational Qualification and Awareness about Digital Marketing. The table value of χ^2 for 4 degrees of freedom at 5% level of significance is 9.49 and the calculated value of χ^2 is 2.102. Since the calculated value is less than the table value, the null hypothesis is accepted. Hence, it can be concluded that there is no significant relationship between Educational Qualification and Awareness about Digital Marketing.

TABLE 2
TYPE OF DIGITAL CHANNEL PREFERRED

Type	No. of Respondents	Percentage (%)
Social Media	5	10
Marketing Websites	40	80
Multimedia Advertising	3	6
Others	2	4
Total	50	100

Source: Primary Data

Table 2 shows the preferred type of digital channel. It is evident that most of the respondents prefer the marketing websites when compared to the other types.

TABLE 3
TYPE OF GOODS PREFERRED

Type	No. of Respondents	Percentage (%)
Convenience goods	15	30
Shopping goods	31	62
Speciality goods	2	4
Unsought goods	2	4
Total	50	100

Source: Primary Data

The above table shows the type of good preferred through digital marketing. Nearly 60% of the respondents purchase shopping goods, 30% purchase convenience goods and the remaining purchase speciality and unsought goods. Thus it is inferred that majority of the respondents purchase shopping goods through digital marketing.

TABLE 4
INFLUENCE OF DIGITAL CHANNEL TOWARDS BUYING DECISIONS AND SATISFACTION

Type	No. of Respondents	Percentage (%)
Yes	40	80
No	10	20
Total	50	100

Source: Primary Data

Table 5 shows the influence of digital channel towards buying decisions and their satisfaction. 80% of the respondents are influenced by digital channels and are satisfied on purchasing through them and 20% of the respondents are not influenced by digital channels and are satisfied on purchasing through them. Majority of the respondents are influenced by digital channels and are satisfied on purchasing through them.

TABLE 5

Frequency	No. of Respondents	Percentage (%)

Frequently	20	40
Sometimes	25	50
Rarely	3	6
Never	2	4
Total	50	100

Source: Primary Data

Table 5 shows the frequency of purchasing through digital channels. 40% of the respondents purchase frequently, 50% purchase sometimes, 6% purchase rarely and 4% never purchase through digital channel. Thus, majority of the respondents purchase through digital channels.

TABLE 6
FACTORS INFLUENCING THE USE OF DIGITAL MARKETING

S.No.	Factors	Total score	Mean Score	Rank
1.	Wide area network	154	3.08	V
2.	Saves time	221	4.42	II
3.	Round the clock access	165	3.30	III
4.	Confidentiality	226	4.52	I
5.	Convenience	156	3.12	IV
6.	Safety and Security	128	2.56	VI

Source: Primary Data

Table 6 shows the ranking of the factors influencing the use of digital marketing. It is inferred that the respondents prefer digital marketing mostly for 'Confidentiality'. So it is given the first rank. 'Saves time' and 'Round the clock access' got the second and third ranks respectively. The fourth and fifth ranks were given for 'Convenience' and 'Wide area network' and finally the six rank was given for 'Safety and security'.

TABLE 7
PROBLEMS IN DIGITAL MARKETING

S.No.	Factors	Total score	Mean score	Rank
1.	Lack of personal advice	115	2.3	V
2.	Fear about security of transactions	159	3.18	II
3.	Lack of technical knowledge	166	3.32	I
4.	Inappropriate Information	157	3.14	III
5.	Late delivery	149	2.98	IV

Source: Primary Data

The above table shows the problems in using digital marketing. It is inferred that the respondents have lack of technical knowledge. Hence, it is given the first rank. Fear about security of transactions got the second rank, Inappropriate information got the third rank. Late delivery got fourth rank and Lack of personal advice got the fifth rank.

FINDINGS

The study reveals that the consumers are influenced by digital channels and are satisfied on purchasing through the digital media particularly through online marketing websites like Flipkart, Amazon, Snapdeal, etc.,. They mostly purchase shopping goods like clothing, cosmetics, electronics, etc. The consumers prefer digital marketing as they are able to save time by shopping whenever they think. The main problem involved is the lack of technical knowledge which can be removed by making demo sessions to the consumers.

SUGGESTIONS

The following are the suggestions to improve digital marketing:

1. Improve technical advancement in promotion of digital marketing.
2. Collect and implement the feedback provided by the consumer in the right way.
3. Provide a transparent and good service to the consumer before and after purchase.

4. Creating awareness among the people about digital marketing.
5. Complete description need to provide about the product to the online shoppers.

CONCLUSION

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provide lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near future the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. Digital marketing may achieve something more if it considers consumer desires as a peak priority.

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