



Research Paper

Consumer Behaviour towards Digital Marketing

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ABSTRACT:

Digital marketing have a greater scope of expanding their business in the future as customers have great satisfaction by doing online shopping as they feel that this more easier , safe and enjoy in selecting the right product of their choice and more they place order at any time at any place. This paper has made an attempt to study the behaviour of consumer towards digital marketing with the objectives to identify factors and changing behaviour of consumers towards digital marketing. The study have concluded that there is a positive relationship between customer and digital marketing.

KEY WORDS: Digital Marketing , Customers , Behaviour, Online Shopping .

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I. INTRODUCTION:

In twenty –first century every day is witnessing the digital revolution where people are surrounded by digital environment which means that it clearly explains how business employ technology for promotion, as digital podiums have gradually evolved in advertising strategies , as individual use digit campaigns like mobiles, computer and tablet instead of visiting physical market . Today, world came close to each other because of transportation and communication. Consumer buying behaviour have changed due to digitalization. Digital marketing is the promotion of products or service using online channels, Electronic devices and digital technologies. It is modern marketing strategy that helps the customers to full fill their needs and wants only through one click or touch. There are many reasons for why the importance of digitalization has increased are lockdown that incorporating digital is no longer optional, almost all marketing channels became digitized and the impact of digital marketing on consumer behaviour is shaping the industry by forcing businesses to adapt their digital marketing approach and strategies. In fact consumers now-a-days don't want to spend a great amount of their time for researching and purchasing their desired products. Consumers use mobiles and mobile apps which play very important part of online shopping as consumers can search information by using their smart phones at any time and at anywhere.

NEED FOR THE STUDY :

Digital marketing is impulsive approach. An impulse buying decision is essential before making the actual purchase. The abundance of information costumers get through digital marketing Hence there is a need to study highlights the drives of people to shop online, “ Consumer behaviour towards digital marketing”,

SCOPE OF THE STUDY:

The scope of the study is confined to the customers of Visakhapatnam and Hyderabad.

OBJECTIVES

1. To analyse and influence of digital marketing in consumer behaviour.
2. To know about the types of things purchased through digital channels.
3. To identify the factors influencing the changing buying behaviour.
4. To examine the changing buying behaviour of the customers and their impact on Digital marketing.

HYPOTHESIS OF THE STUDY

- I. H01: There is no significant relationship between Age & Occupations for frequency to buy goods.
- II. H02 : There is no significant relationship between monthly income and product preference to buy through internet Marketing.
- III. H03: There is no significant relationship between Customer Satisfaction and product buying through Internet Marketing.

II. REVIEW OF LITERATURE :

1. Maggie Carroll(2023) Thrown a light towards the marketing efforts in using electronic devices and / or the internet for increasing the performance of digital marketing. The most popular channels include email, social media, mobile apps, websites, and blogs and there are seven core social media platforms like facebook, Instagram, Twitter, LinkedIn, pinterest, snapchat and Reddit and millions of websites.
2. Aastha Beecham(2022) Consumers have become exceptionally good researchers when it comes to making a purchase decision. The amount of information available on the net has allowed them to compare with different brands and come to a conclusion. Change is the only constant, especially in a fast-moving digital world. Today, there is such a vast amount of data available that brands can really narrow down their segments and find audiences that give highest ROAS. But a better understanding of how consumer’s behaviour is evolving will always help marketers to run more effective campaigns.
3. **Stafford Global(2022)** Digital marketing allows consumers to tailor their shopping experiences. It has been observed that customers prefer instant gratification to researching new products. It is an impulsive behaviour where marketers make use of digital media to promote their products at the right time and in right place where consumers are most likely to make spontaneous purchase. Deals discounts, and offers from brands are used to convince customers to buy their products.
4. **Pretty Kapoor (2021)**, The highlights of his study were about the change which is guaranteed in a fast-moving digital era. Marketing includes creation of relationships with the customer, speaking in their language, in the places they want you to be. Digital Marketing is, therefore, likely to deliver several advantages and help marketers reach new levels in their customer reach. Marketers are now able to make better decisions to achieve success in their campaigning and ensure customer satisfaction. Brands get a chance to connect with their target audience on a deeper level. The trends of digital marketing will keep on changing and improving. This also results in digital marketing to affect consumer behaviour and their purchase decisions.
5. Mr. Rami Rjoub(2021) his study highlights the impact of digital marketing on consumer behaviour , demands of the customers for more online stores and digital purchases, with the smooth and secure payment methods, fast delivery etc. Consumer purchase behaviour when interacting with a brand online they will go through the online reviews that show how extreme consumers evaluates a product or a service, relying on other customers opinions, and affected by what they read through their own search.
6. Mr.Gundoji Sai Pavan & Dr.V.Swathi(2020) concluded that Consumer product research is based on customer acquisition, where customers take on three distinct roles such as customer, cashier and buyer. One should also remember that Data communication is an effective method of analysing customer relationships because it has strong incentives to evaluate how important it is for subscribers to revalue the importance of customers and buyers.

III. DISCUSSIONS OF THE STUDY:

1. **Age & Occupations :**

Table :1: Age & Occupations for Frequency To Buy Goods.

| AGE | Frequency of Buying Goods | | | | Total |
|--------------|---------------------------|---------------|------------------|-------------------|-------|
| | Once in Week | Once in Month | Twice in a Month | More than a Month | |
| 20-30yrs | 0 | 36 | 0 | 0 | 36 |
| 31-45yrs | 20 | 16 | 28 | 0 | 64 |
| Above 45 yrs | 20 | 0 | 0 | 0 | 20 |
| Total | 40 | 52 | 28 | 0 | 120 |

| OCCUPATION | Frequency of Buying Goods | | | | Total |
|------------|---------------------------|---------------|------------------|-------------------|-------|
| | Once in Week | Once in Month | Twice in a Month | More than a Month | |

| | | | | | |
|--------------|----|----|----|---|-----|
| Business | 0 | 21 | 0 | 0 | 21 |
| Students | 23 | 0 | 11 | 0 | 34 |
| Professional | 3 | 14 | 4 | 0 | 21 |
| Housewife | 14 | 17 | 13 | 0 | 44 |
| Total | 40 | 52 | 28 | 0 | 120 |

Interpretation:

From the above table it is clearly understood that at the age of 31-45 yrs the customers have a high tendency (64%) of buying the more products similarly it is also well understood that housewives are have more intension of buying of goods i.e once in week, month or twice in a month. There fore the housewives at the age of 31 -45 years of age buy more products.

Hence hypothesis H_{01} is rejected because is there is significance between age and occupation.

2. Income and Products Preferred

Table :2: Income * Products preferred Cross tabulation

| Income | Products preferred | | | | Total |
|-----------------|--------------------|---------------|------------------|----------------|-------|
| | Convenience goods | Shopping good | Speciality goods | Unsought goods | |
| Below 10,000 | 0 | 0 | 28 | 0 | 28 |
| 10,000 to 25000 | 7 | 0 | 9 | 13 | 29 |
| 25000 to 50000 | 29 | 16 | 0 | 1 | 46 |
| Above 50,000 | 9 | 8 | 0 | 0 | 17 |
| Total | 45 | 24 | 37 | 14 | 120 |

Interpretation:

The table specify that the income level of 25000 to 50000 have a high degree of purchasing more convenience goods like newspapers, magazines, most grocery items, and gasoline., then they priority to shopping goods like include furniture and televisions.

Therefore hypothesis H_{02} is rejected.

3. Customer Satisfaction and Products Preferred

Table No:3: Customer Satisfaction * Products Preferred Cross tabulation

| Customer Satisfaction | Products preferred | | | | Total |
|-----------------------|--------------------|---------------|------------------|----------------|-------|
| | convenience goods | Shopping good | Speciality goods | unsought goods | |
| Strongly agree | 5 | 0 | 26 | 7 | 38 |
| Agree | 7 | 0 | 0 | 7 | 14 |
| Neutral | 8 | 6 | 1 | 0 | 15 |
| Disagree | 7 | 18 | 0 | 0 | 25 |
| Strongly Disagree | 18 | 0 | 10 | 0 | 28 |
| Total | 45 | 24 | 37 | 14 | 120 |

Interpretation:

Most of the customers have stated that they were very comfortable and happy to do shopping through online that which saves their time and they purchase wide variety of products. Customers can easily do comparison between the products like convenience , shopping goods, speciality goods and unsought goods and then accordingly make purchase decision. Online marketing allow customers to make free choice of the products also because all the information are available openly displayed on the internet.

Therefore H_{03} is rejected.

IV. CONCLUSION:

The digitalization has brought positive change in behaviour of consumers. The greater change can be seen in purchasing behaviour of house wives where the technology has given the people lot of benefits in terms of coupons , gift vouchers, discount, cash back, cash discount which motivates them to use digital transaction.

There fore internet helps to build good relationship between customers and marketer as it increases the customer retention level. It build a good communication with the customer from the point they purchase the product to the feedback related to the product and also solve queries of the customers if any.

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