

BUYING BEHAVIOUR OF CONSUMERS TOWARDS DIGITAL MARKETING (WITH SPECIAL REFERENCE TO POLLACHI TALUK.)

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ABSTRACT

The study analyzed the effects on consumer buying and the gender impact on consumer behaviour of digital marketing and demographic impact on consumer's behaviour. Study Methodology is exploratory analysis using a questionnaire for primary research. In particular, the results indicate that customer's purchasing decisions do not specifically impact traditional advertising and social media applications. The intention to buy may actually be real purchases, so consumer's buying intentions have to be improved. These can be caused by ads and influenced by them to buy products rather than previous purchases. The research would allow businesses to understand not just what they expect from advertisements but also what advertisement modes and advertisement features are to be used to advertise. Therefore, designers and advertisers can strengthen their approach by recognizing customer attitudes towards ads. A greater understanding of interactivity can also lead to enhancing the usefulness of social media like the Internet.

I INTRODUCTION

Digital marketing has revolutionized the landscape of consumer behavior, offering unprecedented opportunities for businesses to connect with their target audiences. In the context of Coimbatore district, a rapidly growing urban hub in Tamil Nadu, India, and the influence of digital marketing on consumer buying behavior is particularly noteworthy. Known for its robust industrial base and vibrant entrepreneurial spirit, Coimbatore presents a unique blend of traditional and modern consumer dynamics. Digital marketing, encompassing various online platforms such as social media, search engines, email, and mobile applications, has emerged as a pivotal tool for businesses aiming to enhance their market presence and drive sales. It seeks to understand how digital marketing strategies influence consumer awareness, preferences, and purchasing decisions. By examining the local consumer market, which is characterized by diverse demographic and socio-economic factors, this research will provide valuable insights into the effectiveness of digital marketing practices in this region.

II. REVIEW OF LITERATURE

P Ranjith (2016) Considers the implications of digital marketing in consumer procurement decisions and influence of virtual mediums in their buying decisions. The study is conducted by a survey of 50 respondents. The findings showed that consumers are aware of digital marketing and tend to buy products electronically and on digital platforms. The research is conducted in a certain geographic area which can be seen as a disadvantage to assess all customers' buying decisions in various parts. Digital systems perform a vital function in the returns increase of products of each organisation, as the world transitions into a virtual era. This study has thus tried to reveal the effect on customers' purchase decisions on digital marketing.

Yasmin et al. (2015) In their research, the DMC channels were also found to be able to generate feedback, interactive, attributable, and measurable. Digital marketing communication (2015) is an interactive communication that has been perceived by the target audience as being of major utility over Traditional marketing contact that is familiar to both consumers and advertisers.

Fusun Cizmeci et al., (2015) The effect on brand awareness among housing firms of digital marketing tools was investigated. The theoretical framework for the use of digital marketing patterns was developed under this research. Based on the review, the trend in consumer shopping has changed as digital marketing is emerging. This research, therefore, focuses on assessing customer perception of digital marketing and the effect on their buying decision on digital platforms. This study also tried to examine consumer preferences based on product types in digital channels

Elisabeta Loanals (2014) In a structured survey, 116 respondents analyzed the effect of digital media on consumer buying behaviour. His results have shown the impact of digital media on shifts in procurement decisions. In his article, Antoine Camera spoke about digital media being able to provide opportunities for consumers and retailers.

III DIGITAL MEDIA MARKETING

Digital media marketing is an online marketing modem that has such an impact that it can be seen as a distinct phenomenon. The introduction of 4 G technology makes speaking, data, video, and the increased demand for smart telephones and other mobile devices possible easier, further increasing the value for marketers of social networking sites. To connect efficiently the social media marketing uses different social network websites. It includes private flora, public panels, and broad social networking sites. Social media marketing requires events to exchange content, pictures, and videos to achieve marketing objectives. The active involvement of consumers is characterized by the exchange of information and opinions and experiences.

IV DIGITAL MARKETING MODELS

- **7 Advertising Ps**-The market segmentation incorporates four manageable variables influencing income of your company: product, location, promotion , costs, staff, procedures and efficiency.
- **USP:** the cohesive product for sale is the exclusive brand or product quality that separates it from other competing companies.
- **Matrix community consulting in Boston:** matrix for growth-share, also known as matrix product portfolio; the matrix also consists of four fields, Cash, Pets, Query and Star.
- **Brand Positioning map:** These are the sets of views, impressions, ideas and emotions for the product relative to the competitors. Preparation, strategies and brand image assessment are critical. •
- **Customer Lifetime Value Model(CLV):** net profit forecast allocated to the entirety of the potential customer relationship. It also established a consumer relationship's monetary value depending on the real value of the consumer's expected cash flow.
- **Ansoff matrix:** The matrix offers a structure that facilitates the creation and implementation of a company-based strategy by market penetration, market growth, product development and diversification market management and social networking administrators;
- **Loyalty ladder:** the loyalty ladder is a theory for marketing strategy which allow consumers to steadily progress through partnership stages, beginning as possibilities in the bottom (the ones who plan to buy but have yet to do so) and finishing at the top as advocates.

V STATEMENT OF PROBLEM

Today research would become obsolete for tomorrow in emerging science and technology. Consumers' preferences and taste are also rapidly changing. It is challenging for advertisers to satisfy customers ' changing needs. Such changes to customers' standards for a multitude of causes, but one of the key factors are that purchasing pattern is changing. Alterations in behaviour within various age groups are seen. The buying behaviour of the young generation does not only affect their purchasing behaviour, it also influences the family's purchasing activity. As a marketer, the changing desires of the customer must be considered and the products and services should be generated accordingly.

It has been observed that digital marketing communication offers customers several advantages over conventional modes of communication. However, the use of digital 95 marketing communication involves questions of trust, authenticity and techniques. During a purchasing decision, It was deemed suitable to evaluate the integrated influence of various benefits and issues on the use of digital marketing communication. The survey established this void that needs sufficient consideration as findings could disclose consumers' challenges using digital media communication, which would lead to a productive and effective marketing strategy, if overcome by the marketers concerned.

VI OBJECTIVES OF STUDY

- To ascertain the awareness of digital marketing consumers.

➤ To measure the digital Marketing preferences and usefulness among the customers.

VII. RESEARCH DESIGN

The present study is based on both primary and secondary data. The primary data is collected with the help of Questionnaire. The secondary data is collected from the websites, journals etc, The study is concerned with buying behaviour of consumers towards digital marketing. The total 210 respondents are issued and 200 respondents are collected were selected for the study in Pollachi Taluk. Convenient sampling techniques were used for the collection of data. The collected data should go through analysis process which is done with the help of statistical tools and methods such as Cross Tabulation Analysis and Rank.

VIII. ANALYSIS AND INTERPRETATION

How Many Hours Per Day do You Spend Online Vs Area of Residence of the Respondents

The study sought to investigate the hours spend online as per the area of residence the respondents. The results of the cross tabulations are as shown below. Based on the findings, a total of 78 respondents residing in the urban area indicated that they spend about 6-10 hours online, majority of respondents living in the semiurban and rural area indicated that they also spend about 6-10 hours online. Respondents in urban , semi-urban and rural also indicated that they spent about 1-5 hours online as shown by 17 ,26 and 10 respectively.16-20 hours per week in all area of residence recorded less number of respondents as well as more than 20 hours and less than an hour per week as shown in the table below.

Table 1: cross tabulations of respondents on the basis of hours spend online and location

| How many hours per day do you spend online | Residence | | |
|--|-----------|-----------|-------|
| | Urban | SemiUrban | Rural |
| Less than 1 hour | 4 | 5 | 3 |
| 1 to 5 hours | 17 | 26 | 10 |
| 6 to 10 hours | 78 | 28 | 7 |
| 11 to 15 hours | 4 | 3 | 2 |
| 16 to 20 hours | 3 | 5 | 2 |
| More than 20 hours | 2 | 1 | 0 |
| Total | 108 | 68 | 24 |

Ranks of Usage of Internet

The study asked the respondents to rank their reasons of using Internet. The results of the study are as show. 22% of the respondents indicated that they were using the Internet for News purposes,19 % of the respondents for making online purchase,15 % of the respondents for stock markets related issues,13 % of the respondents reported using internet for games purposes,12% of the respondents were using the internet to access Songs/videos online. While 11% of the respondents were using the Internet for emails purposes.

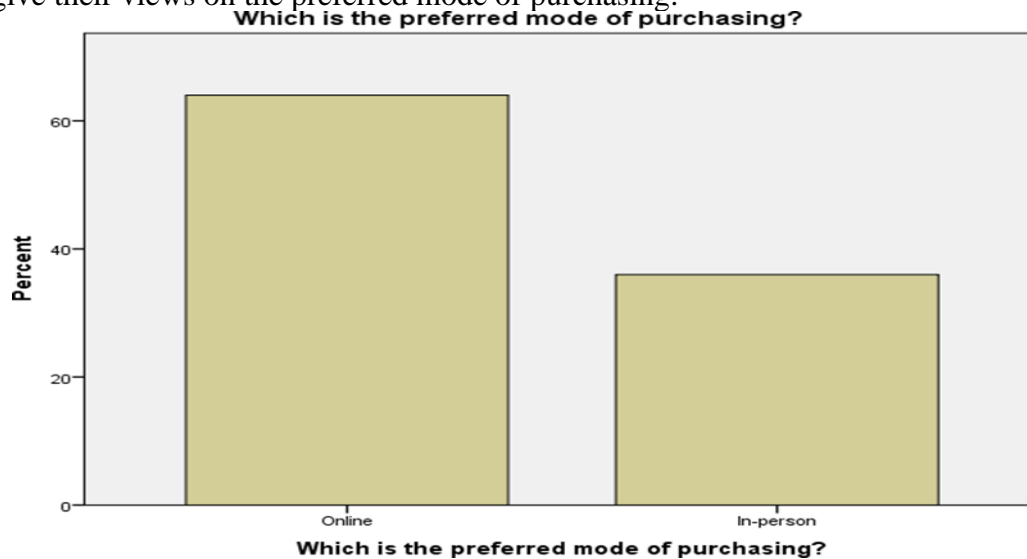
Table2: Ranks of Usage of Internet

| Particulars | Frequency | Percentage |
|-------------|-----------|------------|
| 1 | 23 | 11 |
| 2 | 31 | 15 |
| 3 | 44 | 22 |
| 4 | 39 | 19 |
| 5 | 25 | 12 |
| 6 | 22 | 11 |
| 7 | 16 | 8 |

Preferred mode of Purchasing

The study sought to investigate the mode of purchasing as preferred by therespondents.63.7% of the respondents indicated that they preferred Online, mode of purchasing, while 35.8% of the

respondents indicated that they preferred in person mode of purchasing. A total of 11 respondents failed to give their views on the preferred mode of purchasing.



IX. FINDINGS AND SUGGESTIONS

Findings

- Total of 78 respondents residing in the urban area of Bangalore indicated that they spend about 6-10 hours online, majority of respondents living in the semiurban and rural area of pollachi indicated that they also spend about 6-10 hours online. Respondents in urban , semi-urban and rural also indicated that they spent about 1-5 hours online as shown by 17 , and 10 respectively.
- Out of 200 respondents, 22 % of the participants mentioned that they were using the web network for News purposes,19% of the respondents for making online purchase,15 % of the respondents for stock markets related issues,13 % of the respondents reported using internet for games purposes,12% of the respondents were using the internet to access Songs/videos online. While 11 % of the respondents were using the Internet for emails purposes.
- Out of 200 respondents, 6. 63.7% of the respondents indicated that they preferred Online, mode of purchasing, while 35.8% of the respondents indicated that they preferred in person mode of purchasing.

Suggestions

The factors that affect digital marketing in the decision-making process must be taken into account in the review of the themes in the report. Initially, business must understand the consumer profile and behaviour of online marketers. Such customers access a range of attributes, and their customer behaviour has developed into virtual, a new lifestyle for customers –particularly the current generations – who are capable of making decisions that require more knowledge on the subject. Consumers have simpler, more convenient reach to digital so now they decide which channels they want to communicate on rather than which companies to decide. Companies must understand this transition in consumerism in order to attract customers.

X. CONCLUSION

The study concludes that digital marketing profoundly influences consumer buying behaviour by providing convenience, personalization, and interactive engagement. The increasing online presence and mobile usage among consumers necessitate businesses to optimize their digital strategies. Key factors such as social media influence, trust and security, and the availability of comprehensive product information play crucial roles in shaping purchasing decisions. Leveraging emerging technologies like AI and AR further enhances consumer experiences, making digital marketing an indispensable tool for businesses aiming to thrive in the competitive online marketplace.

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