

A Study on Impact of Digital Marketing in Customer Purchase Decision in Coimbatore city

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Abstract

This study shows the impact of digital marketing on behavioral prospect of consumers. Modern day marketing has been going through a radical change. Fast moving marketing trends based on the growth and innovation of new technologies as well as portable communication devices influencing the customer behavior significantly. 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 buy electronic and shopping goods through digital channels in their purchase behavior.

Keywords: Customer Purchase Behavior, Digital Channels, Digital Marketing.

Introduction:

Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. At a high level, digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products.

While modern day digital marketing is an enormous system of channels to which marketers simply must onboard their brands, advertising online is much more complex than the channels alone. In order to achieve the true potential of digital marketing, marketers have to dig deep into today's vast and intricate cross-channel world to discover strategies that make an impact through engagement marketing. Engagement marketing is the method of forming meaningful interactions with potential and returning customers based on the data you collect over time. By engaging customers in a digital landscape, you build brand awareness, set yourself as an industry thought leader, and place your business at the forefront when the customer is ready to buy.

By implementing an Omni channel digital marketing strategy, marketers can collect valuable insights into target audience behaviours while opening the door to new methods of customer engagement. Additionally, companies can expect to see an increase in retention. According to a report by Invest, companies with strong Omni channel customer engagement strategies retain an average of 89% of their customers compared to companies with weak omni channel programs that have a retention rate of just 33%.

As for the future of digital marketing, we can expect to see a continued increase in the variety of wearable devices available to consumers. Forbes also forecasts that social media will become increasingly conversational in the B2B space, video content will be refined for search engine optimization (SEO) purposes, and email marketing will become even more personalized.

“Digital is at the core of everything in marketing today—it has gone from ‘one of the things marketing does’ to ‘THE thing that marketing does.’”

Consumers have become researchers. With easy access to the internet, consumers today are much more enlightened and empowered. They are flooded with digital content each day. With almost every brand marketing their products on the digital platforms today, it’s more than convenient for consumers to research & compare online. Their purchase decision is highly influenced by the interactions they have with the brand and other influencers online.

Digital word of mouth is trusted the most. Earlier, word of mouth used to be the most trusted form of recommendation that consumers believed. In today’s digital age, word of mouth is done in terms of customer reviews, influencer recommendations, ratings, testimonials, etc. Maximum consumers make sure to look at what the current brand users have to say about the product/service before making their purchase decision.

Consumers are not afraid to experiment. Consumers in the earlier days were very sceptical to change brands that they have been using all along. However, things have changed with time. The mindset of consumers has evolved massively today. They have become more welcoming towards products and brands that offer better features than before. All this was only possible through digital marketing that has made it easier for these new brands to reach out to the customers.

Consumers frequently switch brands. Brand loyalty used to be a huge thing in the past. Very rare is when you’d see consumers switch brands. However today, consumers are quick to switch brands provided the new one is offering better features. With a heap load of options available in the market, consumer loyalty is difficult and switching is easy.

Consumers now have a lower tolerance level. Lastly, consumers today are not okay to settle or compromise in any manner. They expect an immediate response to their queries and grievances if any. They openly share their thoughts and views on the digital platforms which can make or break a brand’s image in seconds.

A) Objectives of the Study

1. To study the awareness of digital marketing in Coimbatore consumers.
2. To analyze the influence of digital marketing in purchase decision.
3. To analyze the impact of digital marketing in purchase decision.

B) Scope of the Study

The suggestion from the study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

c) Area of the Study

For this study the respondents are randomly selected in the Coimbatore city.

d) Sampling Technique and Sample Size

The sample size of 50 was taken for the purpose of conducting pilot study to find the respondent makes use of digital channel to buy product.

e) Data Usage

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed by using chi-square test.

f) Research Instrument

Data was collected through structured questionnaire by using non comparative scaling technique likert scaling is used in the questionnaire. It has been classified into two parts explain the awareness of digital marketing and it influences over the customer buying decision the impact of digital marketing can be studied through analyzing the collected data. Secondary data were collected

Journal, Case Studies, web sites, E-book.

III. RESEARCH METHODOLOGY

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 50 respondents from the specified area. The samples have been considered by using non-probability technique (convenient sampling method) was validated and took it for further analysis. Secondary data is also being collected from articles, journals etc. The tool used to analyze the data is chi-square test

Table No ; 1 Distribution Of Gender Of The Respondents Using Digital Marketing

Particulars	No of respondents	Percentage(%)
Male	15	30
Female	35	70
Total	50	100

Table No ; 2 Availability of online information about product

Particulars	No of respondents	Percentage(%)
Excellent	25	50
Good	11	22
Average	9	18
Poor	5	10
Total	50	100

Table No ; 3 Frequency of Online purchasing

Particulars	No of respondents	Percentage(%)
Purchase once Annually	12	24
2 -5 purchase once Annually	22	44
6-10 purchase once Annually	11	22
11 purchase once Annually	5	10
Total	50	100

Findings

This study reveals that people aware of digital channels in spite of their educational qualification and the customer prefer digital channels to buy any sort of products. By analyzing the collected data from the respondent using Chi-square test it is found out that no much role of monthly income of the people associate with the kind of products they wish to buy preferring digital channel. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing product.

CONCLUSION

The study is made in a particular geographical region the results of the study reveals that people aware of the digital channels In spite of their educational qualification, customers use to prefer digital channels to buy any sought of products, no much role of monthly income of people plays a role choosing a kind product buy through digital channels. Mostly people prefer shopping and electronic goods to buy through digital channels and its came to known from the study that there is a rise in purchase of convenience goods through digital channels among people. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. Digital marketing achieve something more if it considers consumer desires as a peak priority.

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