

Study of Influence of Digital Marketing on Consumer Behaviour

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Abstract

The basic objective of the study to examine the influence of digital marketing on consumer behavior. Digital marketing is one type of marketing being widely used to promote products and services and to reach consumers using digital channels. In the present scenario digital marketing industry in India is spread to almost all the business sectors. For the current study the random sampling technique used for the data collection. The primary data collected with the help likert scale structured questionnaire. The sample size of the study was 150. The Correlation, Regression & ANOVA tools used for the data analysis. After the analysis of the data the findings of the study that world are moving the digital era, the digital marketing plays a vital role in increase of sales of any firm's products and services. So the present reveal that influence of digital marketing of consumer behavior.

Keyword: - Digital Marketing, Consumer Behavior.

Introduction

Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital marketing has been recently referred as one of the best means to cut through the mess and interact directly with the consumer. Digital Marketing is defined as buying and selling of information, products, and services via computer networks or internet. Internet and electronic commerce technologies are transforming the entire economy and changing business models, revenue streams, customer bases, and supply chains. New business models are emerging in every industry of the New Economy. Customers of online shopping are delighted with prompt delivery and flawless payment mechanisms building trust in consumers. Even online classifieds have made a successful transition online with jobs and matrimonial taking the lead. Online retailers are now pushing a larger number of categories such as electronics and white goods. In these emerging models, intangible assets such as relationships, knowledge, people, brands, and systems are taking center stage. The internet is a disruptive technological innovation but consumers everywhere are waking up to the idea of

shopping online. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the for the most part important indicators of this transformation is emergence of new communication tools. New communication tools emerging with the development of technologies are called “digital marketing”.

Scenario of Digital Marketing in India

India is the world’s 3rd largest internet population. After the proliferation of Internet, Marketing strategy has taken an off root to reach out to the public. The tremendous growth that digital marketing has shown cannot be match up with any other strategy. Looking up to the current scenario in India, people here are not only aware of Internet but are employing it for various purposes in life. Thus, there’s a booming internet marketing industry in India. In India social media is the driving the adoption of digital marketing.

Element of Digital Marketing

1. Online Advertising
2. E-Mail Marketing

Literature Review

In digital marketing, understanding consumer behaviour is key for marketing success as consumers have embraced utilising the internet and online socialising tools (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Consumer purchase behaviour is influenced by having the knowledge and being brand oriented. Also, brand awareness is coupled with good brand perception and loyalty result with a stronger brand image in consumer’s mind, which will influence the consumers positively and becomes part of their purchase behaviour (Malik et al., 2013). Consumer purchase behaviour is how individuals, organisations, and groups select, buy and make use of product, service, experience or ideas to satisfy their needs and wants (Rasool Madni, 2014). Digital media is always considered as most convenient, easy and economic mode to both marketers and consumers. Digital media provides one stop solution for information, comparisons, sharing, recommendations and purchase of different products and services and hence it is only medium which is a two way communication (Becherer and Halstead, 2004). Egan (2007) in his study discussed that digital technologies have eased the feedback process whereby a consumer could communicate with a marketer by various means like websites, SMS, emails, free posting and others, and this feedback are very helpful to the marketers and companies. Digital marketing communication has used one of the strongest influences over the consumer buying decision process which involves all the basic elements: needs recognition, information search, and evaluation of alternatives, purchase and feedback as a form of post purchase (Gay et al. 2007). Internet marketing has been described simply as ‘achieving marketing objectives through applying digital technologies’ (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world,

companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

Objective

1. The basic objective of the study to examine the influence of digital marketing on consumer behaviour.
2. To study the relationship between digital marketing and consumer behaviour.

Research Methodology

Research Design	:	Exploratory & Descriptive
Sampling Technique	:	Simple Random Sampling
Sample Size	:	150 respondents (where as 138 respondents are given their responses)
Data Collection	:	<u>Primary Data:-</u> Questionnaire based on five scale likert scaled was used. <u>Secondary Data:-</u> Magazine, Journals, Books, Internet.
Testing of Hypothesis	:	Correlation, Regression & ANOVA
Data Analysis	:	SPSS (Statistical Package for Social Sciences) will be used to analyzed the data

Conceptual Framework

The purpose of Conceptual Framework in research is that which will be identify and outline the possible course of action and also present a preferred approach to an idea or thought. In the present study to explore the independent variable of digital marketing that are influence the consumer behaviour.

Independent Variables	Dependent Variable
Convenience	Consumer Behaviour
Consumer Trust	
Time Saving	
Security	

Reliability Test- The value of Cronbach's Alpha used for the reliability of results. The reliability indicator shows as follows:-

Table 1- Reliability Coefficients

Cronbach's Alpha	No. of Items
.991	04

The value of Cronbach's Alpha is .991, which indicates the result is reliable for the study.

Table 2 Digital Marketing Constructs: Score Mean and Standard Deviation of Consumer Behaviour Agreeing & Disagreeing

Particulars	Mean	St.Dev.	N
Convenience	2.19	1.247	138
Consumer Trust	2.19	1.270	138
Time Saving	2.17	1.272	138
Security	2.17	1.206	138

Testing of Hypotheses**Hypothesis- 1**

H₀ There is no significance relationship between digital marketing on consumer behaviour.

H₁ There is significance relationship between digital marketing on consumer behaviour.

Correlation Results**Table 3- Summary of Correlations**

		Consumer Behaviour	Convenience	Consumer Trust	Time Saving	Security
Consumer Behaviour	Pearson Correlation	1	.770*	.779*	.777*	.778*
	Sig.		.000	.000	.000	.000
Convenience	Pearson Correlation	.770*	1	.991*	.986*	.937*
	Sig.	.000		.000	.000	.000
Consumer Trust	Pearson Correlation	.779*	.991*	1	.991*	.939*
	Sig.	.000	.000		.000	.000
Time Saving	Pearson Correlation	.777*	.986*	.991*	1	.939*
	Sig.	.000	.000	.000		.000
Security	Pearson Correlation	.778*	.937*	.939*	.939*	1
	Sig.	.000	.000	.000	.000	

**Correlation is Significant at the 0.01 level (2-tailed)

Table 3 explains the Correlation Analysis shows that there is a positive relation between digital marketing and consumer behaviour. The research analysis shows that the factors that could be affect the consumer behaviour. Convenience (r=.770), Consumer Trust (r=.779), Time Saving (r=.777) & Security (r=.778). The analyses have shown that all the factors are positively correlated to consumer behaviour. The results indicates that all the factors are statistically significant at (p<0.05).

Hypothesis- 2

H₀₁ There is no positive significance influence of digital marketing on consumer behaviour.

H₁₁ There is positive significance influence of digital marketing on consumer behaviour.

Multiple Regression

Table 3- Multiple Linear Regression Analysis Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.600	.597	.319

a Predictors: Independent Factors (Digital Marketing)

b Predictors: Dependent Factor (Consumer Behaviour)

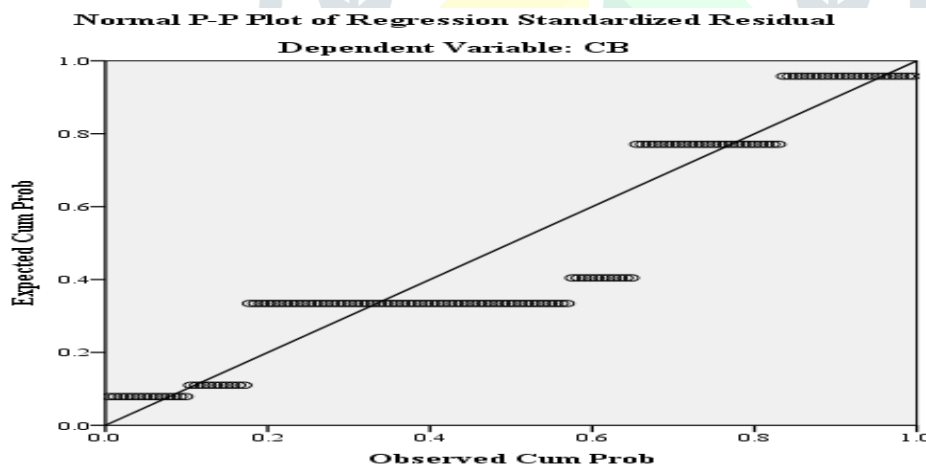
Table 4- ANOVA Model

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.694	1	20.694	203.860	.000 ^b
	Residual	13.806	136	.102		
	Total	34.500	137			

Dependent Variable: Dependent Factor (Consumer Behaviour)

Predictors: Independent Factors (Digital Marketing)

Table 3 shows the multiple regression analysis & Table 4 shows the ANOVA model. In this study the level of significance is 0.000. The value of $r^2 = .774$ (almost 77.4%). The results are justified (i.e. the null hypothesis is rejected and alternate hypothesis accepted), that means there is positive significance influence of digital marketing on consumer behaviour. The figure shows that the points spread and spread round the diagonal line in the direction diagonal lines of regression.



Findings

The study reveals that digital marketing have a greater future in the present scenario. Digital marketing activities are influence the consumer behaviour directly or indirectly. Most of the consumer's are satisfied to purchase the product through digital marketing. The basic findings of the study that digital marketing has change the consumer behaviour. The digital marketing brought some advantages to the consumer's are-

- Continuously Update with Products & Services
- Clear information about the Product & Services
- Easy Comparison with Others

- d) Shopping at any Time (24x7x365)
- e) Clear & Transparent information about the Price

Conclusion

On the basis of the study presently digital marketing is the most trending, quick and economic form of selling of product & services, promotional activities which influence the consumer behaviour. On the basis of study it has found that the positive relationship between the digital marketing and consumer behaviour. The various factors of digital marketing has influence the consumer behaviour. The study suggested that to collect & properly implement the feedback provided by the consumer in the right way. Provide the good services to the consumer before and after the purchase.

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