

EFFICIENCY OF DIGITAL MARKETING ON CUSTOMER BUYING CHOICE -ABOUT VISIONS FROM BANGALORE BASED CUSTOMERS

Dr. Munivenkatappa

Associate Professor, Department of Commerce
Smt.VHD Central Institute of Home Sciences, Seshadri Road, Bangalore-01

Abstract:

Digital marketing involves the use of various means like social media, websites, multimedia advertising, online search engine advertisement, interactive marketing to reach target market. This study has been undertaken with objective of studying the awareness of digital marketing and its effectiveness in influencing their purchase decision. This study is carried in Bangalore city from a survey of 150 respondents. Mostly percentile method has been used for finding out results. This study will help companies to formulate the ways and take steps as how to have a growth in its sales. It will also help organizations how to have an edge with framing marketing strategies that influence consumers and their purchase decision.

Keywords: Digital Marketing, Consumer Purchase, Marketing strategies, e-Effectiveness.

Introduction

India is a developing country and Bangalore is one of the prominent cities of India. Information Technology is a revolutionary change for Indian commercial and economic environment. The existence of the Internet brought many advantages to individuals' daily lives. With the help of the medium, people can communicate, learn, entertain, buy products and get services. Of course the disadvantages of it have long been discussed; as the virus threat, the risk of personal information theft, spamming etc. However since the advantages outweigh the drawbacks, most of the people cannot resist bringing it to the center of their lives.

Today's world is based on the Internet and in that context digital marketing is the important and influential spearheads in the field of business, marketing and Information Technology offer for the past 10 years. Online retailers like Amazon, Flipkart and Snapdeal invest a lot of money to find the appropriate booming season and achieve their targets by throwing up attractive sale offers. E-commerce is made easy and accessible through these social media applications available on the mobile devices. Internet is fastest emerging as a powerful medium of advertising in the modern era.

With the number of Internet users increasing, the new medium is viewed as the advertiser's comfort area. "Digital Marketing is any means you use to market your business online." It is the crucial platform on which the buyers and sellers communicate through electronic media. It has gradually increased consumer's decision making power by looking keenly into the promotions, product applicability and variation of different services and products.

Since the beginning of the Internet, individuals have shown interest to the Internet. According to Internet World Stats' statistics (2012) today more than two billion people linked to the Internet. This number shows that 30 percent of the world population use the Internet. Consequently, the Internet can be used for the competitive advantage by organizations and actually it is a powerful source to use (Hamill, 1997; 300).

The Internet have been using for several different purposes. Besides that, it has also brought a different dimension to commercial activities. The Internet has created a new market for both customers and organizations, and has been an alternative market to the traditional market. Web sites provide a chance to search information about products/services, place a comment or give orders (Hoffman and Novak, 1996; 51). Therefore, the previous experiences of marketing has turned into a different segment. Now organizations are taking into consideration to provide different payment methods, different shipping alternatives and even different web interfaces for different geographies.

A part of revolution of Information Technology, Electronic commerce plays an important role to conduct global (international) business. E Commerce makes obtainable and provides ways to exchange information between individuals, companies and countries and most important of each and every one, between computers. E-Commerce is the movement of business onto the WWW (World Wide Web). This movement has been broken up into two main sectors consisting of B2B (Business-to-Business) and B2C (Business-to-Consumer). E-Commerce refers to marketing, selling and buying goods and services over the Internet. It is very important to understand the role of consumer in use of internet based services. Consumers do have choices to purchase goods or to avail services. Firstly, consumers can buy personally by visiting retail store or any mall. Alternatively, consumers can buy through online facilities like internet & websites. My research is mainly focused to measure an impact of digital services in consumption of goods and services. In short, I will be measuring several important aspects which decide about the consumer's online behavior.

The buying pattern of consumer is changing at a faster rate in the customer oriented market environment. Consumer behaviour differs when it comes to the product, price, features, quality, packaging, buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The changing preferences of the present day youth affects the buying pattern because they mostly follow the rhythm of fashion and taste according to the changing time. Therefore, Marketers spend crores of rupees and invest too much time on market research every year to identify and predict the changing youth behaviour. Now digital marketing has posed many challenges to the marketer in the retail segment. The present generation is more fascinated with the online shopping than the conventional buying. The marketers are forced to introduce the innovative way of selling due to the pressure of the younger generation's buying behaviour. The buying behavior and behavioural pattern of youth has a greater influence in the purchasing behaviour, hence in this study, "Digital marketing effectiveness on consumer buying behavior is focused as the core issue. The study reveals that most of the consumers of the present generation have access to the digital media but they lack the awareness about its optimum utilization. Digital revolution has been a great change driver in 21st Century and it has significantly changed the way consumers have been purchasing the products and services. With the changing times, consumer demand and preferences have been highly dynamic from time to time leading to the change in companies marketing strategies to succeed as per the changing needs of the Customers. Modern

customer likes to know everything in detail while buying any product or service, so digital marketing plays a vital role in framing and formulating a brand or service to a consumer in an effective manner, Digital marketing as modernized form of marketing provides opportunities for businesses to communicate and create the best image to potential customers. Digital market has become a powerful tool for the corporates reach across target customer segments through various Channels like E-marketing, E- Com, Social media, Websites etc. This provides a consumer with information for purchase, utilize the product and share experiences with the world.

Review of literature Digital Marketing

Digital marketing also known by the terms as "online marketing" or "internet marketing" or "web marketing". It involves the promotion of goods and services, brands via electronic medium platforms. In 2015, PM of our country proposed digital India to make India totally digitalised so that companies can market their products using digital marketing mode. The policy was focused as through digitisation, standard of living in the globalised era will be improved. According to Elisabet alonals (2014), Social media plays an important factor for influencing consumer Decision. Sadia et al 2015., studied about impact of online and traditional advertisement on consumer purchase behaviour. He stated that content, quality design and consumer's previous experience has an impact on consumer purchasing decisions.

Digital Marketing Modes

Digital marketing is a set of various channels. Each advertiser has to decide which channel provides the two way communication to get the best rate of returns for the brand. Various online marketing channel are:

1. Affiliate marketing.
2. Display advertising
3. Email marketing
4. Search marketing
5. Social Media
6. Social Networking
7. Mobile Marketing.

Additionally few more include Search engine optimization, Search engine marketing, content marketing, influencer marketing, content automation, campaign marketing, and ecommerce marketing, social media optimization, e-mail direct marketing, display advertising, e-books, optical disks and games, and any other form of digital media. It also includes some of the key forms of it at present:

- Websites and SEO content
- Internet banner ads
- Online video content
- Pay-per-click (PPC) advertising
- Email marketing
- Social media marketing (Facebook, Twitter, LinkedIn, WhatsApp, Hangouts, Hike etc.) Mobile

marketing (SMS, MMS, etc.)

Consumer Purchase behaviour and Digital Age

Consumers of modern era are highly aware, empowered and enlightened. Digital content has kept consumers constantly updated. Online availability of various brands has made consumers as king and they have become more demanding. This has led to reduction in Consumer tolerance level in such a way that they do not have time to wait, if they are not satisfied with the product and do easily switch to another product. Consumers constantly keep searching social media and to decide about their purchase in addition to word of mouth from their friends. The digital technology has made consumers impatient as they want services and good customer care at a high pace after post purchase otherwise they immediately start giving negative reviews on social media. The major change in consumer purchasing behaviour is that consumers, increasingly move away from anything if they don't feel convinced. Consumers repeatedly spend more time on social media and get influenced by the reviews and contents followed by word of mouth marketing and take reviews from friends who are the influencers of purchase decision. This has kept marketer's dynamic to have strategies in such a way that they need to use tactics such as content marketing and blogs to review a product or a service. The purchase behaviour of the consumers is constantly changing and growing in the digital age. Any brand can stay if it meets the consumer tastes, trends. Thus making customers to build a long term relationship with the companies.

Objective

1. To study about digital marketing awareness.
2. To know about type of products bought by utilizing digital market
3. To study the impact of digital marketing on consumer purchasing decision.
4. To provide marketing strategies to improve more sales.

Data collection Methods and tools

Secondary data has been collected from various secondary sources that includes research papers, newspapers, articles and other information available in the internet.

For primary data, a well-structured questionnaire was framed with the purposes to study about the awareness of digital marketing and the kind of products purchased online. For data analysis purpose percentile method and frequency tool was used.

Sampling Method and sample size

The sampling size is 150 and were chosen randomly in the streets and across parts of Bangalore Urban/semi urban to find out about the awareness of digital marketing and influence on consumer purchase decision due to impact of digital marketing.

Data interpretation and analysis Table-1 Demographic description

Regarding the age factor, Our sample mostly consisted of wide range of age groups- 10% of sample with age below 20, 30 % of sample has age ranging between 21-25. Nearly 25% of sample with age group of 26-30 , 20%of sample is between the age bracket 31-35 and the remaining 15% is between 36 and above. Gender wise the male respondents are 60% and female respondents are 40%. Qualification as factor- 10% of respondents are undergraduates, 60% Graduates and remaining 30% are post graduates. Monthly income of 30% of respondents is less than 15,000, 20% within the income range between 15,000 and 30,000,15% of the respondents monthly income ranges between 30,000 and 40,000 and remaining 35 % of respondents monthly income is above 40,000. Occupation wise 20% of the respondents are students, 30% are employees, 40 % are professionals and remaining 10 %are business people.

Table 2: Awareness of digital channels

	Respondents	%
Websites	55	37%
Social media	35	23%
Multimedia Advertising	25	17%
E-mails	15	10%
Others	20	13%

It is seen that 37% of respondents are aware of websites followed by social media like twitter and Facebook which is 23%. Only 17% of the respondents are aware of multimedia advertising and emails known by 10% and others which is 13%.

Table 3: Digital channel used to buy product

	Respondents	%
Websites	50	33%
Social media	30	20%
Multimedia Advertising	25	17%
E-mails	15	10%
Others	30	20%

It is observed that 33% of them buy products through websites followed by social media which is 20% followed by Others as 20% and Multimedia advertising as 17 %. Only 15%buy products via E-MAIL.

Table 4: Digital channel influence to buy more

	Respondents	%
Websites/blogs	55	37%
Social media	30	20%
Multimedia Advertising	20	13%
E-mails	20	13%
Others	25	17%

It is observed that 37% of respondents are influenced by websites. 20% of respondents are influenced by social media. 13% are influenced by multimedia advertising followed by only 10% are influenced by emails and 17% others.

Table 5: Product based online Buying frequency preference

	Respondents	%
Convenience	40	27%
Shopping	85	57%
Speciality	25	17%

It is observed that 57% prefer to buy shopping goods online. Only 27% prefer to buy convenience goods and 17% prefer to buy speciality goods.

Table 6: Whether digital channels effect opinion towards buying decision

	Respondents	%
Strongly agree	55	37%
Agree	43	29%
Neutral	27	18%
Disagree	15	10%
Strongly disagree	10	7%

It is observed that 37% of respondents strongly agree that they are influenced by digital channel towards purchase decision, 29% of respondents only agree with the digital channels change opinion towards purchase decision. 18% are neutral and remaining 17% disagree that digital channels influence consumers to purchase online.

Table 7: Product Satisfaction purchased online

	Respondents	%
Strongly agree	60	40%
Agree	47	31%
Neutral	26	17%
Disagree	12	8%
Strongly disagree	5	3%

It is observed that 40% strongly agree that they are satisfied with the product. 31% of the respondents are satisfied by the product purchased online. 17% are neutral and only 11% disagree.

Table 8: Online purchasing Frequency

	Respondents	%
Frequently(every month)	55	37%
Sometimes(2-5 purchase) annually	60	40%
Rarely(purchase once annually)	25	17%
Never	10	7%

It is found only 37% of respondents purchase frequently. 40% of the respondents sometimes purchase products online. 17% of population rarely purchase followed by 7% of respondents never purchase online.

Findings

As per study it is found majority of Respondents have knowledge /awareness of the digital marketing irrespective of their educational qualification.

Digital marketing awareness is almost through 100% of sampled population by one or the other channel.

It is further observed that websites (digital marketing medium) are one of great influencers of online purchase decisions. As majority of the respondents are influenced to purchase products mainly through websites.

The study has also revealed that majority of the respondents purchase shopping goods compared to convenience goods and speciality goods.

The study has also revealed that majority of the respondents purchase shopping goods online irrespective of their income. It is found that, monthly income doesn't have much role as what kind of products customers wish

to purchase

The study reveals that majority of the respondents are influenced by digital channels to change their opinion towards purchase decision.

It is observed that majority of the respondents are satisfied with the products purchased online.

The study also shows that most of the respondents sometimes purchase the products online as compared to frequently.

Recommendation and conclusion

The study reveals irrespective of educational qualification awareness of digital channels is wide spread across the people. Online purchases are independent of monthly income. Preference of purchasing shopping goods; electronic goods is much higher however there is surge in purchase of convenience goods also, leading to have companies strategize and invest in relevant digital advertising practices for convenience goods to increase sales of the same and to gain the higher market share. Most of the customers seem to be highly satisfied with the online purchasing which is a positive sign to for the growth of digital channels in customer purchase decision. It is seen that digital channels are having great impact on influencing consumers to change opinion towards purchase decision, hence the best indication for companies as what to manufacture and what to be put on online market place. It is a must for Companies to increase and empower the usage of social media marketing to increase brand awareness and attract more customers. This social media has become a powerful tool for larger audience and engage with them and spread the awareness/knowledge and convert them into the potential customers. To influence customers, companies need to engage them both offline and online like encouraging the customers to create their customised product purchase basket helps in converting of customers into brand advocates with online offerings and translate offline. Customers always prefer to have the immediate responses for their queries, enquiries, issues, information, requiring the companies to be available online, 24/7 to avoid switch to another brand. Companies need to identify the catalog of products which online customers want, to have success in market by satisfying the customers. Digital marketing will be successful if it considers consumer desires a peak priority.

References

- Research article accepted for publication in the January 2015 edition of Asian Social Science journal on “Product Recommendations over Facebook: The roles of influencing factors to induce online shopping” indexed by Scopus.
- Basheer. A.M. Al-alak. (2010). *Mobile marketing: examining the impact of trust, privacy concern and consumers' attitudes on intention to purchase*. international journal of business
- Mathew, J. (2008), “*The Scope of Using Information & Communication Technologies (ICT's) for the Development of Emerging Economies like India*”, Thesis Ph.D. Saurashtra University.
- 1]. al, & al. (2014). Towards E-Marketing – An Empirical Study on Online Shopping In India. International Journal of Management and Commerce Innovations, 296-310.

- [2]. Ali, Ejaz, Aleem, Saeed, & Tahir. (2015). Understanding E-Marketing as a Firm's Promotional tool and Its Impact on Consumer Perception. *International Journal of Academic Research in Business and Social Sciences*, 365-379.
- [3]. Ashwini.N, & Manjula., R. (October 2015 - March 2016). AN EMPIRICAL STUDY ON CONSUMERS PERCEPTION TOWARDS ONLINE SHOPPING. *International Journal of Management and Commerce Innovations*, 1103-1110.
- [4]. Bakshi, G., & Dr. Surender Kumar Gupta, 2. (January 2015). Impact of Online and Conventional Advertisement on Consumer Buying Behaviour of Branded Garments . *Asian Journal of Management Sciences & Education* , 125-135.
- [5]. Baltes, & Loredana. (2015,, June). wikipedia. Retrieved from wikipedia, Google: https://en.wikipedia.org/wiki/Digital_marketing
- [6]. Chen, Y., Fay, S., & Wang, Q. (2011). The Role of Marketing in Social Media: How Online Consumer Reviews Evolve. *SSRN-Social Science and Research Network*, 1-32.
- [7]. CRAIG, W., & SHEARER, K. (2015). Webpage
- okes, A., & Jensen, T. (2011). Co-branding: The effects of e-tailer and delivery carrier
- familiarity of price and e-tailer perception. *Journal of Marketing Theory & Practice*, 19(1), 97-108. <http://dx.doi.org/10.2753/mtp1069-6679190106>
- Sultan, F., Rohm, A. J., & Gao, T. (2009). Factors influencing consumer acceptance of mobile
- marketing: A two-country study of your markets. *Interactive Marketing*, 23(4), 308-320. <http://dx.doi.org/doi:10.1016/j.intmar.2009.07.003>
- Sungsoo, S., Kyunghee, C., & Hyang-yon, R. (2010). Science and engineering major students'
- perception of research ethics and education. *KEDI Journal of Educational Policy*, 7(1),
- 175-205. Retrieved from <https://www.researchgate.net>
- Taylor, J. E., Dossick, C. S., & Garvin, M. (2011). Meeting the burden of proof with case-study
- research. *Journal of Construction Engineering and Management*, 137(4), 303-311.
- [http://dx.doi.org/10.1061/\(asce\)co.1943-7862.0000283](http://dx.doi.org/10.1061/(asce)co.1943-7862.0000283)
- Tedlow, R. S. (1993). The fourth phase of marketing: The history of marketing and the business
- world today. In G. Jones & R. S. Tedlow (Eds.), *The rise and fall of mass marketing*.
- London, England: Routledge.
- Temesgen, Z., Negi, R., & Ketema, E. (2010). An assessment of the marketing strategy for
- mobile services of Ethiopian telecommunication corporation. *Services Marketing*
- Quarterly, 31(1), 50-71. <http://dx.doi.org/doi:10.1080/15332960903408443>
- Thomas, E., & Magilvy, J. K. (2011). Qualitative rigor or research validity in qualitative
- research. *Journal for Specialists in Pediatric Nursing*, 16(2), 151-155.
- <http://dx.doi.org/10.1111/j.1744-6155.2011.00283.x>
- Thompson, A. A., & Strickland, A. J. (2003). *Strategic management concepts and cases* (13th ed.). New York, NY: McGraw-Hill/Irwin.
- Tight, M. (2010). The curious case of case study: A viewpoint. *International Journal of Social*
- *Research Methodology*, 13(4), 329-339. <http://dx.doi.org/10.1080/13645570903187181114>
- Tracey, S. J. (2010). Qualitative quality: Eight "big-tent" criteria for excellent qualitative research. *Qualitative Inquiry*, 16(10), 837-851.
- <http://dx.doi.org/10.1177/1077800410383121>
- Unni, R., & Harmon, R. (2007). Perceived effectiveness of push vs. pull mobile location based
- advertising. *Journal of Interactive advertising*, 7(2), 28-40.

- <http://dx.10.1080/15252019.2007.10722129>
- Venkatesh, V., & Davis, D. F. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186-204. Retrieved from https://os3.nl/_media/2011-2012/venkatesh_and_davis_-_a_theoretical_extension.pdf
- Vigar-Ellis, D., Ellis, L., & Barraclough, C. (2007). Perceptions toward SMS marketing: An exploratory investigation. *Management Dynamics*, 16(2), 16-24. Retrieved from <http://www.bmdynamics.com>
- Watson, C., McCarthy, J., & Rowley, J. (2013). Consumer attitudes towards mobilemarketing in the smart phone era. *International Journal of Information Management*. 33(5), 279-285.
- <http://dx.doi.org/10.1016/j.ijinfomgt.2013.06.004>
- Wozniak, T. (2013). Firm use and consumer acceptance of mobile apps for mobile marketing purposes (Unpublished doctoral dissertation). University of St. Gallen: Germany. Retrieved from [http://www1.unisg.ch/www/edis.nsf/SysLkpByIdentifier/4194/\\$FILE/dis4194.pdf](http://www1.unisg.ch/www/edis.nsf/SysLkpByIdentifier/4194/$FILE/dis4194.pdf)
- Wynn Jr, D., & Williams, C. K. (2012). Principles for conducting critical realist case study research in information systems. *MIS Quarterly*, 36(3), 787- 810. Retrieved from <http://aisel.aisnet.org/>
- Yadav, S. M., &Varadarajan, R. (2005). Interactivity in the electronic marketplace: An exposition of the concept and implication. *Journal of the Academy of Marketing Science*,33(4), 585-603. <http://dx.doi.org/10.1177/0092070305278487>
- Yin, K. R. (2009). *Case study research: Design and methods* (4th ed.). Thousand Oaks, CA:Sage.
- Yin, K. R. (2014). *Case study research: Design and methods* (5th ed.). Thousand Oaks, CA:Sage.
- Zegreanu, P. (2012). Mobile marketing strategies for permission-based communication:Insights into the consumer behavior of Romanian users. *Contemporary Marketing Review*, 2(5),1-10. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.663.7489&rep=rep1&type=pdf>