



DIGITAL MARKETING AND ITS IMPACT – A STUDY ON COIMBATORE CITY

Dr.A.FLORA NOYAL

Head of the Department of Commerce with computer applications,

BISHOP AMBROSE COLLEGE,

Coimbatore,

Mail ID: flora@bishopambrose.in

Mobile No: 7871488522

ABSTRACT

The marketing activity of promoting goods and services using digital is known as digital marketing. And nowadays, practically everyone has access to the internet. The number of people who have access to the internet has expanded tremendously as a result of cheap data and affordable cellphones. In this study focused on the digital marketing impact of online buying power of the customers in Coimbatore city. This study focused on primary data analysis and 125 respondent were met in this study. The objective of this study is to analyze the impact of digital marketing on buying behavior of the consumers in Coimbatore city. Tools used in this study are descriptive statistics and chi square test to find out the impact of the digital marketing.

Keywords: Digital Marketing, Buying power, Customer.

INTRODUCTION

The use of the Internet, mobile devices, social media, search engines, and other platforms are to be reach consumers is known as digital marketing. In comparison of traditional marketing, some marketing experts believe digital marketing to be a whole new undertaking that necessitates a fresh approach to clients and a new understanding of how customers behave.

Digital marketing are the interactive and targets a certain segment of the customer base. Digital marketing, which includes search result advertisements, email ads, and promoted tweets that combines marketing with consumer feedback or a two-way connection between the company and the customer is on the rise.

Digital marketing is not the same as internet marketing and also Internet marketing is advertising that is solely on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game, or via a smartphone app.

Advertisers are often referred to as sources in digital marketing, whereas members of the targeted are commonly referred to as receivers. Sources usually target receivers who are highly particular and well-defined. McDonald's, for example, needed to spread the word after expanding the late-night hours of many of its outlets and It used digital ads to target shift workers and travelers, knowing that they made up a significant portion of their late-night sales. McDonald's enticed people to download a new Restaurant Finder app by placing adverts in ATMs and petrol stations, as well as on websites it knew its consumers visited late at night time also.

REVIEW OF LITERATURE

KishanPrajapati, “A Study on Digital Marketing and It’s Impacts” The goal of this review paper is to investigate the influence of digital marketing and its importance to both consumers and marketers. This paper begins with an overview of digital marketing before delving into the different types of digital marketing, the differences between traditional and digital marketing, and the benefits, drawbacks, and significance of digital marketing in today's world.

P. Sathya “A Study on Digital Marketing and its Impact” Marketers utilize digital marketing as an electronic communication to promote their products and services to the marketplace. The most important goal of digital marketing is to focus on customers and allow them to interact with the product through digital media. This article focuses on the importance of digital marketing for both customers and marketers. On the basis of the firm's revenues, we examine the results of digital marketing. To acquire a good picture of the current study, 100 respondents' opinions were gathered.

Ms. A.Lavanya, Mrs.M.Radhikamani “a study on digital marketing and it’s Impacts” This paper starts with a definition of digital marketing, then goes into the different types of digital marketing, the differences between traditional and digital marketing, and the benefits, drawbacks, and Individuals are spending more in online content, and businesses that are finding it difficult to incorporate this reality into their marketing strategy must adapt swiftly. The more time people spend online each year, the more digital platforms they utilize play an increasingly important role in their lives. The primary goal of Digital India is to increase the use of digital media. Because customers may access digital platforms from anywhere in the world at any time, businesses must shift their marketing strategies from traditional to digital.

OBJECTIVES OF THE STUDY

1. To know about the digital marketing in Coimbatore city.
2. To analyze the impact of digital marketing on buying behavior of the consumers in Coimbatore city.

HYPOTHESIS OF THE STUDY

1. There is no significant difference between the monthly income of the customer and availability of digital channels of the customers.
2. There is no significant difference between the age of the customer and the flexibility of online shopping power of the customers.

RESEARCH METHODOLOGY

In this research is focused on the digital marketing, to analyze the buyers in Coimbatore city in this sample size of the respondent is 125 and researcher framed direct questioner and collected in primary data structure like a survey method. The period of the research is June 2021-nov 2021. In this study used tools like descriptive statistics and chi square test to find out the impact of the digital marketing.

Analysis and Interpretation

Responses of Online Customers

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Gender	125	1.00	2.00	1.5200	.50161
Age	125	1.00	4.00	2.6720	.91384
Profession	125	1.00	5.00	2.7360	1.17187
Monthly Income	125	1.00	4.00	2.7520	.89493
Know about Online Shopping	125	1.00	1.00	1.0000	.00000
Information about online shopping	125	1.00	4.00	1.9280	.81494
Why you purchase in online shopping?	125	1.00	5.00	2.7280	1.35822
flexibility of online shopping	125	1.00	5.00	2.6240	1.24216
availability of digital channels	125	1.00	4.00	2.1600	.99515
Most likely to buy which type of product	125	1.00	4.00	2.6000	.76200
Valid N (list wise)	125				

The above table shown the descriptive statistics of the respondent of the online customers, the factors like gender, age, Profession, Monthly Income, Know about Online Shopping, Information about online shopping, why you purchase in online shopping?, flexibility of online shopping, availability of digital channels, Most likely to buy which type of product are used in this study in this table measure the minimum, maximum, mean and standard deviation of the respondent given data.

Chi square test: Relationship between monthly income and customer preference to buy through digital channel

Availability of digital channels

	Observed N	Expected N	Residual
Social medias	41	31.2	9.8
websites	35	31.2	3.8
emails	37	31.2	5.8
Advertising in sms or any other ways	12	31.2	-19.2
Total	125		

Monthly Income

	Observed N	Expected N	Residual
Below 15,000	14	31.2	-17.2
15001-30000	27	31.2	-4.2
30001-45000	60	31.2	28.8
above 45001	24	31.2	-7.2
Total	125		

Test Statistics

	Monthly Income	availability of digital channels
Chi-Square	38.232 ^a	16.408 ^a
df	3	3
Asymp. Sig.	.000	.001

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31.3.

According to the hypothesis there is no significant difference between the monthly income of the customer and availability of digital channels of the customers.

Chi square test: Relationship between Customer age and Flexibility of Online shopping

Age

	Observed N	Expected N	Residual
Below 18 years	13	31.2	-18.2
19-30 years	40	31.2	8.8
31-45 years	47	31.2	15.8
above 45 years	25	31.2	-6.2
Total	125		

Test Statistics

	Age	flexibility of online shopping
Chi-Square	22.296 ^a	24.880 ^b
df	3	4
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 31.3.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.0.

According to the hypothesis there is no significant difference between the age of the customer and the flexibility of online shopping power of the customers.

flexibility of online shopping

	Observed N	Expected N	Residual
6 months one	26	25.0	1.0
2 months once	35	25.0	10.0
per month	39	25.0	14.0
yearly once	10	25.0	-15.0
rarely	15	25.0	-10.0
Total	125		

CONCLUSIONS

In this study focused on the impact of the digital marketing of online buying purchase behavior of the consumers in Coimbatore city. In this study find the result like most of the people are willing to purchase in online only and people are welcoming the various digital marketing and also they feel convenient to purchase product in online and little percentage of people are not mostly purchase in online shopping. Anyhow the researcher concluded that in this digital India all of us promote digital marketing because of nature of life and they also expect good product in valuable price.

REFERENCES

Prajapati, Kishan, 2020/11/09” A Study on Digital Marketing and It's Impacts” 10.13140/RG.2.2.21143.80809.

P. Sathya, A Study on Digital Marketing and its Impact , International Journal of Science and Research (IJSR), Volume 6 Issue 2, February 2017.

<https://blog.hubspot.com/marketing/what-is-digital-marketing#:~:text=Digital%20marketing%20encompasses%20all%20marketing,with%20current%20and%20prospective%20customers.>

<https://www.internetworldstats.com/stats.htm>

<https://www.smartpassiveincome.com/guide/affiliate-marketing-strategies/>

<https://neilpatel.com/what-is-affiliate-marketing/>

<https://neilpatel.com/what-is-seo/>

<https://neilpatel.com/what-is-social-media-marketing>

<https://act-on.com/blog/digital-marketing-7-essential-channels/>

