

## A STUDY ON INFLUENCE OF DIGITAL MARKETING ON CUSTOMER PURCHASE DECISION IN CHENNAI

**Dr. N. Panchanatham**

**Vice – Chancellor, Tamil Nadu Teachers Education University, Chennai, Tamil  
Nadu, India**

**RM. Sivagama Sundari,**

**Assistant Professor & Research Scholar, Meenakshi College of Engineering,  
Chennai, Tamil Nadu, India.**

\*Corresponding author | Received: 02/01/2021 | Accepted: 20/01/2021 | Published: 25/01/2021

**Abstract:** Digital marketing is used in order to reach the desired target market via some of the following channels like social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing. The aim of the study is to identify the various factors of digital marketing influencing the customer purchase decision and the impact of digital marketing on customer purchase decisions. The study is carried out through survey from 204 respondents. The study is analysed using various statistical tools such as chi-Squared test, Correlation, two-way annova. The findings revealed that the purchase decisions are influenced by the information and advertisements given in digital marketing. The study is conducted in a particular geographical region within Chennai city and this can be considered as a limitation to evaluate the purchase decision of all customers of various geographical regions. As the world is moving towards the digital era, digital marketing plays an important role in increasing the sales of products and services. So the current study made an endeavour to understand the influences of digital marketing on customer purchase decisions. This study will be very helpful for the companies to understand the importance of digital marketing with respect to the customer purchase decisions.

**Key Words:** Digital Marketing, Consumers Purchase decision, digital channel, digital media

### Introduction

In this technology-driven world, there are numerous digital devices that we tend to are victimization in our day-to-day life. The utilization of digital tools has modified the consumer's thanks to rummaging around for data concerning the merchandise and move with the companies. Digital media engages the buyer by providing the specified data at the side of numerous alternatives for a product. The growing use of computers, smartphones, and different digital media for on-line data search has become common and most shoppers like victimization these new digital media rather than ancient ones. consistent with Hoge (1993), electronic promoting (EM) could be a transfer of products or services from the vendor to purchaser involving one or additional electronic ways or media This aborning digital media has affected the buyer purchase call. historically if a client has got to purchase one thing he visited many stores and additionally did a value analysis. currently, with the introduction of

digital tools, the whole looking expertise has altogether modified the situation of selling and client shopping for behavior. Digital media allows customers to browse reviews, get data concerning numerous merchandise, compare options and costs of merchandise by totally different sellers while not getting into or visiting the stores. The digital promotion has been thought-about as a replacement style of promoting and provided new opportunities for firms to try and do business. promoting activities conducted via digital channels change advertisers to directly communicate with potential customers at a speedy rate and no matter the geographical location. Digital promoting has been recently stated in a concert of the simplest suggests that to chop through the mess and move directly with the buyer. Hence, with the trend toward direct, one-to-one promoting, extra attention is being paid to the utilization of digital channels as a way of effectively advertising to shoppers. whereas considering digital channels, the recent development is mobile promoting. Indian mobile market is one in all the fastest-growing markets because of the rise within the variety of middle-income shoppers and is forecasted to achieve innumerable users within the forthcoming decade.

### **Review of Literature**

Simarpreet Kaur et al.,(2019) studied the impact of digital media on consumer buying behavior using a structured questionnaire and the study revealed that the digital media made consumers an impulsive buyer, value orientation and price sensitivity. He also discussed that digital media protects customers' rights such as to choose the best quality product at a lesser price, to enhance the quality of life, to redressal his grievances, to get information about a product, to raise voice against unfair trade practices and right to get after-sale service. R. Tiffany et al.,(2018)A Study on Impact of Digital Marketing in Customer Purchase Decision in Thoothukudi with 50 respondents using a structured questionnaire. His findings revealed that customers are aware of digital marketing and they prefer to by shopping goods through digital channels Impact of Digital Marketing in Customer Purchase Decision. Mayank Kumar Rai1 (2018) studied the study of the efficacy of digital marketing on consumer purchase behavior the study revealed that the customers are satisfied with products they bought through the digital channels this is considered as a positive sign for the growth of digital channels in customer purchase decisions. K.R. Mahalaxmi et al.,(2016) studied the impact of digital marketing on customer purchase decisions in Trichy with 50 respondents through a structured Questionnaire. 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. Sadia Afzal et al.,(2015) studied the impact of online and conventional advertisement on consumer buying behavior of branded garments, his findings revealed that quality, design, the content of an advertisement, the loyalty of consumer towards brand and previous buying experience of the consumer are significant factors which influence consumer buying behavior.

Based on the study of several reviews, it is clear that digital media creates an impact on customer decision making. This study is proposed to analyse the various factors of digital media which influence the customer purchase decision. This study will be helpful for marketers to approach customers using digital marketing and retain them to get higher revenue in the competitive era.

### Objectives

1. To identify the various factors of digital marketing influencing customer purchase decisions.
2. To analyse the influences of digital marketing in customer purchase decisions.

### Need of The Study

1. The need for this research is to identify how the digital marketing impact on the consumer purchases decision.
2. Find Factors invariably affects the marketer to match the needs of the customers.
3. To know about social media marketing help the consumers to choose the right product.

### Scope of The Study

1. This study will be helpful in getting an insight into the impact of digital marketing in the customer buying decisions.
2. It will help the marketers to change their marketing strategies based on the result.
3. The study will help the business and organization to adopt a digital-marketing method for promoting and advertising their product or services worldwide with the help of internet marketing websites of the companies.

### Research Design of The Study

**Research Method:** In this research, more emphasis is laid on quantitative research.

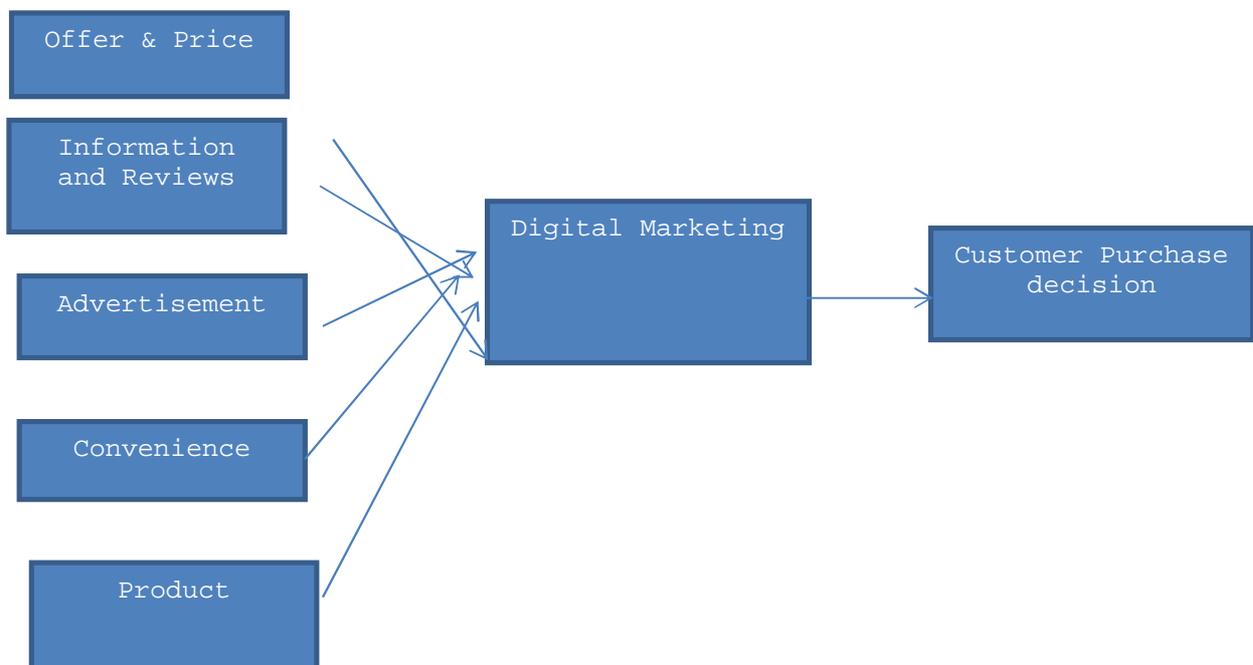
**Research Type:** The research type used in this study is descriptive research. The major purpose of descriptive research is a portrayal of the state of affairs as it occurs at present

**Sampling Procedure:** The sampling technique used for this study is simple random sampling. A sample of 204 respondents was selected for this study.

**Source of Data:** The present study consists of both primary data and secondary data. Primary data were collected using structured Questionnaire from the respondents. Secondary data are collected from different kinds of literature like websites, published articles, books, journals, etc.

**Framework of Analysis:** After the completion of the data collection, the filled up schedules were edited properly. The tool used to analyse the data are the chi-square test, Two-way Anova, Correlation, and weighted average.

**Research Model:**



**Limitations of The Study**

- The sample of respondents can be seen as limitation of this study because it was limited by the number of respondents who successfully completed the questionnaire.
- As the study was conducted for a short duration, it was tough to study in penetration about the various facets.
- Time, cost and other resources existed as a constraint for an entire broad study

### Analysis and Interpretation

Table 1 : Frequency Of Online Shopping

PARTICULARS	FREQUENCY	PERCENTAGE
Monthly	74	36.3
Weekly	9	4.4
Once 2-3 weeks	21	10.3
Weekends	100	49.0
Total	204	100.0

The above table shows that frequency of online shopping such as monthly 36.3%, weekly 9%, once in 2-3 weeks 10.3%, every weekends 49%. Thus it is inferred that most of respondents do online shopping on weekends.

Table 2 : Customers Most Preferred Digital Channel For Online Shopping

PARTICULARS	FREQUENCY	PERCENTAGE
Social media	126	61.8
websites/blogs	78	38.2
Total	204	100.00

The above table shows that most preferred digital channel for online shopping such as Social media 61.8% and websites/blogs 38.2% Thus it is inferred that most of respondents preferred social media for online shopping.

Table 3 : Digital Media Helps To Know About New Products

PARTICULARS	FREQUENCY	PERCENTAGE
Strongly agree	47	23.0
Agree	118	57.8
Neutral	33	16.2
Disagree	4	2.0
Strongly Disagree	2	1.0
Total	204	100.0

The above table shows that 57.8 respondents agreed that digital media helps to know about new products.

Table 4: Positive Review Influences the Customer Purchase Decision

Particulars	Frequency	Percentage
Strongly agree	89	43.6
Agree	86	42.2
Neutral	19	9.3
Disagree	10	4.9
Strongly Disagree	0	0.0
Total	204	100.0

The above table shows that 43.6% of respondents strongly agree and 42.2 % agree that the positive review influences the customer purchase decision.

Table 5 : Information's Provided In Digital Marketing Influences The Customer Purchase Decision

PARTICULARS	Frequency	Percentage
Strongly agree	18	8.8
Agree	120	58.8
Neutral	50	24.5
Disagree	14	6.9
Strongly Disagree	2	1.0
Total	204	100.0

The above table shows that 58.8% of respondents agreed that they get influenced to buy a product based upon the information received through digital marketing.

### Hypothesis

H0: There is no significant relationship between the people who prefer to buy Product through digital channels and the satisfaction level of the product bought using digital channel

Table 6 : Relationship Between the People Who Prefer to Buy Product Through Digital Channels and the Satisfaction Level of the Product Bought Using Digital Channel

CORRELATIONS			
The people who prefer to buy Product through digital channels		The satisfaction level of the product bought using digital channel.	
The people who prefer to buy Product through digital channels	Pearson Correlation	1	.140*
Sig. (1-tailed)		.023	
N		204	204
The satisfaction level of the product bought using digital channel.	Pearson Correlation	.140*	1
Sig. (1-tailed)		.023	
N		204	204

The above table shows that the significant (1-tailed) value  $0.23 < 0.05$ . So,  $H_0$  is rejected  $H_1$  is accepted. There is significant relationship between the people who prefer to buy Product through digital channels and the satisfaction level of the product bought using digital channel. Therefore it is inferred that the people who prefer to buy product through digital channels are satisfied with the product purchased through digital channel.

### Hypothesis

$H_0$ : There is no significant association between the age and attraction of advertisements in digital channels.

Table 7: Association Between the Age and Attraction of Advertisements in Digital Channels.

Chi-Square Tests			
Value		df	Asymp. Sig. (2-sided)
Pearson Chi-Square	32.797a	12	.001
Likelihood Ratio	28.641	12	.004
Linear-by-Linear Association	.000	1	.990
N of Valid Cases		204	
a. 11 cells (55.0%) have expected count less than 5. The minimum expected count			

The above table shows that the significant value  $(0.001) < (0.005)$  significant value. Hence  $H_0$  is rejected  $H_1$  is accepted. Therefore there is a significant association between the age and attraction of advertisements in digital channels.

### Hypothesis

H0: There is no significant different between the age & expense of the people to get influenced to buy a specific product based on the information received through a digital channel.

Table 8: Different Between the Age & Expense of The People to Get Influenced to Buy A Specific Product Based on the Information Received Through A Digital Channel.

Tests of Between-Subjects Effects									
Dependent Variable: The customer get influenced to buy a specific product based on the information received through a digital channel									
Source	Type III Sum of Squares	df	Mean Square	F	Sig.	Partial Eta Squared	Noncent. Parameter	Observed Power	
Corrected Model	19.253a	14	1.375	2.563	.002	.160	35.888	.985	
Intercept	344.209	1	344.209	641.611	.000	.772	641.611	1.000	
Age	2.697	3	.899	1.676	.174	.026	5.027	.434	
Expense	9.126	3	3.042	5.671	.001	.083	17.012	.944	
Age * Expense	8.188	8	1.024	1.908	.061	.075	15.263	.788	
Error	101.394	189	.536						
Total	1222.000	204							
Corrected Total	120.647	203							
a. R Squared = .160 (Adjusted R Squared = .097)									
b. Computed using alpha = .05									

The above table shows that the significant value of expenses is  $0.001 < 0.05$ . So there is significant difference between the expenses and the customer get influenced to buy a specific product based on the information received through a digital channel. The significant value of age is  $.174 > 0.05$ . So there is no significant difference between the age and the customer get influenced to buy a specific product based on the information received through a digital channel. The significant value of age & expenses is  $.061 > 0.05$ . So there is no significant effect between the age & expense of the people to get influenced to buy a specific product based on the information received through a digital channel.

TABLE 9 : *FACTORS INFLUENCING THE USE OF DIGITAL MARKETING*

S.NO	FACTORS	TOTAL	RANK
1	Digital media used to search product, information and prices.	54.87	I
2	Sale Offers attracts to do online shopping	51.47	III
3	Going for online shopping due to convenience	48.60	IV
4	Advertisements in digital media attract to buy the products	53.20	II

The above table using weighted average , inferred that the Digital media used to search product, information and prices ranked 1st followed by Advertisements in digital media attract to buy the products, Sale Offers attracts to do online shopping , Going for online shopping due to convenience.

TABLE 10

TYPE OF GOODS PREFERRED

S.NO	Products	Number of preference	Total	Rank
1	FOOD	89	43.63	I
2	Clothing	80	39.22	II
3	Gadgets & mobile accessories	67	32.84	III
4	Household essentials	58	28.43	IV
5	Electronics & appliances	57	27.94	V
6	Health & Beauty Supplements	26	12.75	VI
7	Entertainments (e.g. books etc.)	19	9.31	VII
8	Sports And Fitness Equipment	8	3.92	VIII

The above table shows that food item rank I , Clothing's, II & Gadgets & mobile accessories Rank III among the type of goods preferred to purchase through digital media.

**Findings**

The above study reveals that the customer's preferred digital channel for online shopping is social media. The positive reviews, information, price and advertisement provided in digital media highly influence the customer product/service purchase decision. The customers are highly satisfied with the products purchased through digital marketing.

**Suggestions**

1. Marketers need to conduct a pre-market survey to identify the need of the consumers, especially in digital marketing.
2. Government and private initiatives can be encouraged to utilize the online marketing sector of the economy.
3. Various brands should employ effective communication in online marketing and pay attention to the growing trend of online marketing in their marketing approach to influence

buying behaviour and ultimately make purchases.

4. Complete information about the product should be provided for customers.

5. The transparency in transactions to be made in order to increase the trustworthiness of the customers.

### **Conclusion & Recommendation**

The research study was centered around digital marketing and the impact on consumer decision making. Most people prefer shopping and food items to buy through digital channels and it came to known from the study that they mainly go for online shopping due to convenience and sales offers. The customers are satisfied with the products they bought through the digital channels this is considered as a positive sign for the growth of digital channels in customer purchase decisions. The customers are attracted towards the advertisement hosted in digital media. The present study shows that the influence of the digital channels supporting in a change of opinion of customer towards purchasing a product, many people uses the digital channel for search product, information, and prices. The marketer needs to consider the product price and proved full information of the product

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