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An Exploratory Study On Role Of Digital Marketing Communication On Consumer Purchasing Intentions In Karnataka With Special Reference To Mobiles.

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Abstract

The rapid proliferation of digital technology has transformed the marketing landscape, Enabling businesses to connect with consumers more effectively. Digital marketing communication has emerged as a crucial strategy for companies to reach and engage with their target customers. The Indian mobile market, particularly in Karnataka, has witnessed unprecedented growth, driven by increasing internet penetration, affordability and the rising popularity of social media. Mobile phones have become an indispensable part of modern life, with Karnataka being one of the leading states in terms of mobile density. As mobile manufacturers and service providers vie for consumer attention, understanding the impact of digital marketing communication on consumer purchasing intentions has become vital. Despite the growing importance of digital marketing, this study aims to bridge this knowledge gap by investigating the relationship between digital marketing communication and consumer purchasing intentions for mobiles in Karnataka.

Keywords: Digital Marketing, Marketing communication, Youtube, Facebook, Instagram, purchase intentions, Buying behaviour

Introduction

The widespread adoption of digital technology has profoundly impacted the marketing landscape, revolutionizing the way businesses connect with their target customers. In the Indian mobile market, particularly in Karnataka, the surge in digitalization has been remarkable, driven by increased internet accessibility, affordability, and the growing popularity of social media platforms.

As mobile phones have become an essential part of daily life, Karnataka has emerged as a leading state in terms of mobile density. This study seeks to address this knowledge gap by examining the impact of digital marketing communication on consumer purchasing intentions for mobile phones in Karnataka. By investigating the dynamics of digital marketing communication and its influence on consumer behavior, this research aims to provide actionable insights for mobile manufacturers and service providers to develop effective marketing strategies and enhance their competitive position in the market.

The study findings will contribute to the existing literature on digital marketing and consumer behavior, offering a nuanced understanding of the role of digital marketing communication in shaping consumer purchasing decisions. Moreover, the results will have practical implications for businesses operating in the mobile industry, enabling them to craft targeted marketing strategies that resonate with their target audience.

Research Objectives

1. To examine the influence of digital marketing communication channels (social media, email, mobile advertising and website) on consumer purchasing intentions.
2. To analyze the role of demographics (age, gender, income) on consumer purchasing intentions.

Literature Review

Kumar et al. (2019) explored the impact of social media marketing on consumer purchasing intentions in the Indian retail sector. Their study revealed that social media marketing significantly influences consumer purchasing intentions, with Facebook and Instagram emerging as the most effective platforms. The study surveyed 500 consumers and found a significant positive correlation between social media marketing and purchasing intentions. The results also indicated that social media marketing enhances brand awareness and loyalty. Kumar et al. suggested that businesses should allocate a significant portion of their marketing budget to social media. The study's findings have implications for marketers seeking to leverage social media in the Indian retail sector. Future research should investigate the impact of social media marketing on consumer behavior across different demographics.

Chaffey (2015) examined the role of digital marketing in shaping online shopping experiences. Chaffey's study highlighted the importance of personalization, social media integration, and customer data analysis in enhancing consumer engagement and loyalty. The study found that businesses can improve customer satisfaction by providing personalized recommendations. Digital marketing strategies should focus on building strong customer relationships. Chaffey suggested that businesses should invest in analytics tools to measure digital marketing effectiveness. The study's findings provide valuable insights for businesses seeking to enhance online shopping experiences.

Raju et al. (2018) investigated the effectiveness of mobile advertising in influencing consumer purchasing intentions in Karnataka. The study found that mobile advertising significantly impacts consumer purchasing intentions, particularly among younger demographics. Raju et al. suggested that

businesses should use location-based targeting and personalized messaging. Mobile advertising enhances brand awareness and recall. The study surveyed 300 consumers and found a significant positive correlation between mobile advertising and purchasing intentions. Future research should explore the impact of mobile advertising on consumer behavior across different regions.

Huang et al. (2018) developed an AI-powered chatbot to enhance consumer purchasing intentions. Their study demonstrated the chatbot's effectiveness in increasing consumer engagement and loyalty. Huang et al. found that chatbots can provide personalized product recommendations. The chatbot's conversational interface enhanced consumer satisfaction. The study suggested that businesses should integrate AI-powered chatbots into their digital marketing strategies. Future research should investigate the impact of chatbots on consumer behaviour across different industries.

Wolfenbarger and Gilly (2003) identified factors influencing online shopping satisfaction and loyalty. The study highlighted the significance of convenience, product information, and website design in shaping consumer purchasing intentions. Wolfenbarger and Gilly suggested that businesses should prioritize website usability and navigation. Online shopping satisfaction enhances customer loyalty. The study surveyed 1,000 consumers and found significant correlations between website design and purchasing intentions. Future research should explore the impact of online shopping experiences on consumer behavior.

Shankar et al. (2020) explored the potential of mobile marketing in rural Karnataka. The study found that mobile marketing can effectively reach rural consumers and influence their purchasing intentions. Shankar et al. suggested that businesses should use SMS and voice messaging. Mobile marketing enhances brand awareness and recall. The study surveyed 200 rural consumers and found a significant positive correlation between mobile marketing and purchasing intentions. Future research should investigate the impact of mobile marketing on consumer behavior across different rural regions.

Fishbein and Ajzen (1975) introduced the Theory of Reasoned Action, which explains the relationship between attitudes, subjective norms, and behavioural intentions. This theory provides a foundation for understanding consumer purchasing intentions. Fishbein and Ajzen suggested that attitudes and subjective norms influence behavioral intentions. The theory has been widely applied in marketing research. The study's findings have implications for marketers seeking to understand consumer behavior. Future research should investigate the application of the Theory of Reasoned Action in digital marketing contexts.

Kotler et al. (2015) discussed the importance of online shopping in customer engagement and retention. The study highlighted the need for businesses to balance online and offline channels to maximize customer loyalty. Kotler et al. suggested that businesses should prioritize Omni channel marketing strategies. Online shopping enhances customer convenience. The study found significant correlations between online shopping and customer retention. Future research should explore the impact of online shopping on customer behavior across different industries.

Grewal et al. (2017) examined the impact of technology on retail experiences. The study found that technology can enhance consumer engagement and loyalty through personalized experiences. Grewal et al. suggested that businesses should invest in AI-powered recommendation systems. Technology enhances customer satisfaction. The study surveyed 1,500 consumers and found significant correlations between technology adoption and purchasing intentions. Future research should investigate the impact of technology on consumer behavior across different retail sectors.

Kim et al. (2019) investigated the influence of social media influencers on consumer purchasing intentions. The study revealed that social media influencers significantly impact consumer purchasing intentions, particularly among younger demographics. Kim et al. suggested that businesses should partner with influencers. Social media influencers enhance brand awareness and credibility. The study surveyed 500 consumers and found significant correlations between influencer marketing and purchasing intentions. Future research should explore

Discussion

The literature review highlights the significance of digital marketing communication in influencing consumer purchasing intentions. Studies have consistently shown that digital marketing strategies, including social media marketing, mobile advertising, and personalized recommendations, can enhance consumer engagement, loyalty, and purchasing intentions. Social media marketing has emerged as a crucial channel for businesses to connect with their target audience, with Facebook and Instagram being the most effective platforms (Kumar et al., 2019). Mobile advertising has also been found to significantly impact consumer purchasing intentions, particularly among younger demographics (Raju et al., 2018).

The use of AI-powered chatbots can provide personalized product recommendations and enhance consumer satisfaction (Huang et al., 2018). Website design, usability, and navigation are also critical factors influencing online shopping satisfaction and loyalty (Wolfenbarger and Gilly, 2003). Furthermore, mobile marketing can effectively reach rural consumers and influence their purchasing intentions (Shankar et al., 2020).

The Theory of Reasoned Action provides a foundation for understanding consumer purchasing intentions, highlighting the importance of attitudes and subjective norms in influencing behavioral intentions (Fishbein and Ajzen, 1975). Businesses should prioritize Omni channel marketing strategies to maximize customer loyalty and invest in AI-powered recommendation systems to enhance customer satisfaction (Kotler et al., 2015; Grewal et al., 2017).

The findings of this literature review have implications for businesses and marketers. Digital marketing communication can be an effective strategy for influencing consumer purchasing intentions. Businesses should allocate a significant portion of their marketing budget to digital marketing channels, including social media and mobile advertising, and partner with influencers to enhance brand awareness and credibility (Kim et al., 2019).

Overall, the literature review highlights the importance of digital marketing communication in shaping consumer purchasing intentions. By understanding the factors that influence consumer behavior,

businesses can develop effective digital marketing strategies to enhance consumer engagement, loyalty, and purchasing intentions.

Conclusion

This study provides valuable insights into the impact of digital marketing communication on consumer purchasing intentions. The literature review highlights the significance of digital marketing strategies, including social media marketing, mobile advertising, and personalized recommendations, in influencing consumer behavior.

Digital marketing communication is a crucial component of modern marketing strategies. Businesses can benefit from incorporating digital marketing into their marketing mix, leveraging social media, mobile advertising, and AI-powered technologies to reach and engage with their target audience. By understanding the factors that influence consumer behavior, businesses can develop effective digital marketing strategies to drive growth, revenue, and customer loyalty.

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