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## A STUDY ON EFFECT OF DIGITAL MARKETING ON PURCHASE OF SMART PHONES WITH REFERENCE TO CHENNAI.

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### ABSTRACT

Internet facility is a credit for making the customers to be smart in using digital marketing. Naturally it states to digital marketing operations that seems on a laptop, Mobile and also few devices. From now it's conveyed like online visual and social media. Digital marketing is often compared to "old marketing" such as magazines, posters etc. Peculiarly, TV is usually taken with old marketing. Digital Marketing also named online Marketing is the campaign of product to connect with many people using the internet facilities and additional forms of digital statement. This includes writing and multimedia messages as a marketing network. Digital marketing reflects how each specific tool can convert forecasts. Mostly digital Marketing approach uses several stages or concentrates its efforts on leading platform

Finally this research is for to study the Customers views towards online purchase. In recent days Customers preferring online purchase subsequently attire companies promote their varieties to trade their products. As increasingly people started buy only online Purchase due to this researches also has been increased.

**Keywords:** Online spending, Consumers, Buyers, World Wide Web

### INTRODUCTION:-

Indian Economy is successful sector of incredible revolution in marketing segments. Nowadays the Indian consumers are more familiar with the ideas about excellence of products and services. The influence of the adaptations in the arrangement of marketing sector changed the Indian consumer's lifestyle significantly. These demands are highly influences of the Retail Sector of Indian Economy. The systematized retail sector is probable to develop tougher than GDP growth in the next few years focused by changing lifestyles, increasing income outline. Mohanty & Panda (2008) opines about retailing as a sector of India occupies important place in the socio-economic growth strategy of the country. India is observing trade effective being driven by increasing expansion; expanding purchasing power parity (PPP) of ever growing India's middle class, changing heavily tilted young population, technical revolution, powerful globalization drive etc.

A place of business commonly retained and functioned by a retailer but sometimes retained and functioned by a manufacturer or by someone other than a merchant in which merchandise is sold mostly to ultimate consumers. A large retail containing a multiplicity of supplies and often restaurants and other business establishments contained in a series of linked or adjacent buildings or in a single large building.

## REVIEW OF LITERATURE

**Goswami, S., & Mathur, M. (2011)** This study aims at evaluating the service quality of internet banking (i-banking) services in India from customer's perspective. A structured questionnaire containing 44 quality items is administered to various target groups. Seven quality dimensions, viz. reliability, accessibility, user friendliness, privacy/security, efficiency, responsiveness and fulfilment, are identified based on principal component factor analysis. Demographic analysis of data reveals that gender is hardly a bias for use and evaluation of service quality of i-banking in most of the cases across various categories of customers. A valid mathematical model is proposed to assess the overall service quality using regression analysis. The results show that customers are satisfied with quality of service on four dimensions such as reliability, accessibility, privacy/security, responsiveness and fulfilment, but least satisfied with the 'user-friendliness' dimension. The empirical findings not only prioritise different parameters but also provide guidelines to bankers to focus on the parameters on which they need to improve.

**Rajah, R. K. (2018)** The study was carried out with the aim of understanding the reason behind customer's satisfaction towards online shopping. Online shopping is a form of electronic commerce which allows the consumer to buy goods or services from marketers using websites over the internet. Marketers and researchers aim to analyze and understand factors that influence customer satisfaction towards online shopping. This study focuses on customer satisfaction and the influence of four factors which are website design, privacy and security

**Fullerton, G. (2005)** The marketing literature has produced two schools of thought on the cause of customer loyalty in services industries. The service quality perspective puts forward that service quality evaluations substantially drive customer loyalty in services industries. The relationship marketing perspective puts forward that customer commitment to the service provider substantially drives customer loyalty in services industries. In addition, commitment is a complex construct with at least two forms, one based in liking and identification (affective commitment) and one based in dependence and switching costs (continuance commitment). These positions were examined in an integrated model of retail-service relationships. It was found that affective commitment and continuance commitment were mainly partial mediators of the service quality-loyalty relationship. It was also found that affective commitment to the retailer had a positive impact on customer loyalty while continuance commitment in marketing relationship had a deleterious effect on customer loyalty.

## OBJECTIVES OF THE STUDY:-

- ❖ The key objective of the study is to evaluate the public approach towards online Purchase.
- ❖ To recognize the effectiveness of online purchase.

## FINDINGS OF THE STUDY:

### USAGE OF THE PRODUCT:

In order to achieve the above objects and to analyze the consumers awareness, thoughts, attitudes and approval about the online purchase. It has been founded from the study up to 25 age of the people preferred 50% of using Smart Phones and in the category of age up to 26 - 35 of the people preferred 54% of using Smart Phones and in the age 36 to 45 of the people preferred 34% of using Smart Phones and in the category of age up to 46 to 55 of the people preferred 26% of using Smart Phone and finally above 55 age of the people preferred 40 % of using Smart Phones.

## SOURCES OF KNOWLEDGE:

In the age category of up to 25, 25% of the respondents believe in advertisements, 25% respondents believe in friends and relatives Opinion and they won't believe Websites sources.

In the age of 26 to 35 of the respondents believe all cradles. Nearly in advertisements they believe 13%, Websites 1%, majority is friends and relatives opinion 27%. Similarly the age group of 36 to 45 of the respondents also believes all sources. In advertisements and Website the respondents believe equally 26%, friends and relatives they believe only 14%. Finally the age above 55 of the respondents believe only 20% in advertisement and 40 % in friends and relatives opinion.

## RECOMMENDATIONS:

- ❖ The need of the hours is to have a dynamic delivery method, so that deliveries stretch the traders had in period to consumers.
- ❖ If the company increased promotional advertisement for Online Shopping then product will be reach all areas and particularly in rural areas
- ❖ The Trademark Online shopping companies like Amazon, Flip kart, had high demand of few products due to delay of delivery those products customer jump into other brand. If this could be evaded then there will be ample growth in sales.
- ❖ Internet suppliers should expand the speediness of data which rally the online shopping.
- ❖ The companies should educate the consumers in practice of online shopping services.

## CONCLUSION

Nowadays Online purchasing place a trendiest among consumers, and also consumers must come out with enormous advertising drive and multi – number of firms. This will outcome in “CRACK MY PRODUCT” than the current stage of “PURCHASE MY PRODUCT”. Besides through advertisements, shoppers will automatically change to the products. Come out of the heavy competition in the market, online purchasing has to toughen up pathetic areas alike after sales service, advertisement and variations of models as far as consumers are worried. Online purchase companies have to make awareness of their consumer's attention that can be simply distinct from other challenging brands. If online spending companies attempt to create an innovative game pillar, then online purchasing will absolutely turn into the “Conceit of Deccan”.

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