



A STUDY ON IMPACT OF ONLINE MARKETING TOWARDS MOBILE PHONE BUYING DECISIONS IN COIMBATORE CITY

¹ Ms. A. Priyadharshini, ² Dr. P. Keerthika,

¹II M. Com, ²Assistant Professor,

¹ PG Department of Commerce,

¹ Nirmala College for Women, Coimbatore, India

Abstract: Compared to earlier years, there are many different uses for mobile phones nowadays. There are many different brands of mobile phones on the market, and a customer's purchasing habits will change depending on the product. Consumers of mobile phones are turning to online to make their purchases since it allows them to receive the product as soon as it is released and because it is less expensive there than in stores. Online shopping makes it simple to compare items, and reviews of the products are used to find the best brands for mobile devices. The study objective is to identify the impact of online marketing towards mobile phone buying decisions. The data used for the analysis is primary data and collected through the use of questionnaire. A sample size of 100 was employed by the researcher. Tools used for the study are percentage, chi-square and one way ANOVA. The results say that the Mobile phone purchases are made online more and more frequently by clients, thus internet marketers must continue to satiate them by offering additional deals and discounts when making purchases.

Key words: Mobile phones, online marketing, buying decisions and customers.

I. INTRODUCTION

Online marketing is the practice of promoting a company's goods or services online. To reach people, online marketing relies on websites or emails, and it is paired with e-commerce to streamline commercial transactions. Online marketing allows you to use websites, blogs, emails, social media, forums, and mobile apps, advertise the goods and services. Online marketing sometimes goes by the terms web marketing, internet marketing, or plain OLM. In order to increase sales and brand recognition for companies, internet marketing is a common strategy. The use of web marketing strategies might take the business to previously unheard-of success levels. Online marketing employs a variety of technological and advertising approaches to promote products and services.

Every person now considers a mobile phone to be a need, and it has developed into a standard component of interpersonal contact in the modern world. No matter their age, gender, income, or other characteristics, people accept the usage of mobile phones in daily life. Consumers are still using the internet to buy mobile phones and are doing so with wise decisions.

Based on their attitude, perception, and other factors, customers' purchasing behavior will differ from one product to another. With the aid of this sort of information, customers can make an informed decision to buy the proper product at the best price. Internet shopping aids customers in comparing product attributes like camera, capacity, battery, storage space, and other aspects.

II. OBJECTIVES OF THE STUDY

- To study the impact of online marketing towards mobile phone buying decisions in Coimbatore city

III. RESEARCH METHODOLOGY

1. Sample design: Descriptive research design

2. Sample size: 100 respondents.

3. Sampling Technique: Probability sampling method – Simple Random sampling.

4. Source of Data:

- ✓ **Primary Data:** collected through Google forms
- ✓ **Secondary Data:** collected through Magazines, Journals and Newspaper

5. Area of the Study: The geographical area of the study is Coimbatore city.

6. Tools used for the study: Chi-square and ANOVA method

IV. REVIEW OF LITERATURE

Abdel Fattah Al-Azzam¹ and Khaled Almizeed (2020) *The effects of online marketing on purchasing decisions* Analyzing how internet marketing affects consumers' purchase decisions was the major goal of this study in Jordan. The goal of this study is to assess the many Jordanian online marketing platforms that potentially influence consumers' purchasing choices and to determine the product categories that users of these platforms most frequently buy. A basic sampling method was used to distribute the questionnaires, which were bought on the Jordanian market. A total of 300 questionnaires were issued, and 220 usable samples aside from those with blank or missing questions—were collected, yielding a 73% response rate from everyone who choose to take part. This study included multiple regressions, descriptive analysis, reliability testing, and correlation testing. The findings indicate, according to the study.

M. J. Suresh Kumar (2020) *A study on customer buying behavior towards mobile phones in online shopping - erode district.* A research design is a strategy that outlines the study's goals, the approach to take for gathering data, the instruments to use for data analysis, and the formulated hypotheses. To choose samples, a simple random sampling procedure was utilized. Every component of the population has an equal probability of being included in the sample using this methodology. With or without replacement, random sampling is possible. If it is done without a replacement, an item is not returned to the population once it is chosen and can only happen once in the research has a 75-person sample size. Analysis of percentages: simple percentage analysis.

V. ANALYSIS AND INTERPRETATION

(i) Chi-square test

Comparison between family income and amount spent

H₀: There is no significant relationship between family income and amount spent.

H_a: There is a significant relationship between family income and amount spent.

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Family income	23.660a	2	.000
Amount spent	44,240	3	.000

Source: Author's Computation

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

Comparison between gender and preference

Ho: There is no significant relationship between gender and preference

Ha: There is a significant relationship between gender and preference

FACTORS	CALCULATED VALUE	D.F	P.VALUE
Gender	.160 ^a	1	.689
Preference	26.280 ^b	6	.000

Source: Author's Computation

The P-Value is less than 5% level of significance, so the null hypothesis is rejected.

(ii) ANOVA

Comparison Between Educational Age and Preference of Mobile Phone in Online Marketing

Ho: There is no significant difference between age and Preference of Mobile Phone in Online Marketing

Ha: There is a significant difference between age and Preference of Mobile Phone in Online Marketing

AGE		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	S/NS
Preference of mobile phone in online marketing	Between Groups	34.483	3	11.494	2.642	.054	S
	Within Groups	417.627	96	4.350			
	Total	452.110	99				

Source: Primary Data

The P-value is greater; hence the Null Hypothesis is accepted.

Comparison Between Educational Occupation and Satisfaction Level of Mobile Phone in Online Marketing

Ho: There is no significant difference between Occupation and satisfaction level of mobile phone in online marketing.

Ha: There is a significant difference between Occupation and satisfaction level of mobile phone in online marketing.

OCCUPATION		SUM OF SQUARES	DF	MEAN SQUARE	F	SIG.	S/NS
Satisfaction level of mobile phone in online marketing	Between Groups	1.635	3	.545	2.103	.105	S
	Within Groups	24.875	96	.254			
	Total	26.510	99				

Source: Primary Data

The P-value is greater; hence the Null Hypothesis is accepted.

VI. FINDINGS

- There is a significant relationship between family income and amount spent.
- There is a significant relationship between Gender and purchasing of mobile phone in online marketing.
- There is no significant difference between Age and strongly preferred.
- There is no significant difference between occupation and satisfaction level.

VII. CONCLUSION

Nowadays, there is a greater prevalence of mobile phones, and with time, consumer preferences have changed. Customers used to acquire mobile phones through web marketing, and they are now making smart purchases by contrasting the devices with those from other manufacturers. The quality and style of mobile phones used in internet marketing must be enhanced to ensure that customers are happy with their purchases. Online marketing must continue to please customers by offering additional incentives and discounts when making mobile phone purchases, despite the fact that the number of customers buying mobile phones online has been steadily increasing.

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