



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

An Empirical Study On Online Marketing And Consumer Buying Behaviour –With Special Reference To Mysuru District

Dr. Jyothi A N

HOD and Assistant Professor, PG – Centre –M.Com, Department of Commerce and Business Administration, Sarada Vilas College, Mysuru, Karnataka, India

Abstract

Digital Marketing has made the remarkable changes in the marketing field. The strategies of Government which includes, 'Make in India', 'Digital India' by Prime Minister, has made the companies reach consumers even in rural places. This has also created many opportunities to entrepreneurs' to go every corner of the world. Companies to compete, has to reach most of the consumers and create place in the capital markets to sustain in the long run. This study examined the influence of digital marketing on consumer buying behaviour. The sample size was 124 respondents and the structured questionnaire was used for data collection. A Statistical Package for Social Sciences (SPSS) software was used to analyze the data. The findings of the study showed that there is a significant impact of online marketing on consumer buying behaviour.

Key Words: Digital Marketing, Online Marketing, Consumer Buying Behaviour

Introduction:

In the 21st century, because of Liberalization, Privatization and Globalization companies have to compete to sustain in the long run. The economic condition of the country generally depends upon the strength of the companies. In the long run the companies have to reach consumers as early as possible to get the orders and maintain their loyal consumers, to achieve their objectives. Now-a-days due to online marketing, consumers are gaining knowledge. The consumers get the products which they want only on a click. The behaviour of consumers' has changed day by day. Earlier, consumer used to travel from one place to another to purchase the product which is most wanted by them but now, if the consumer has the knowledge of internet, he can avail all the products to his door step with in limited period of time. The economic growth of the country always depends on the companies which sustain in the market and create the place in the capital market. In order to sustain in the

market, companies should influence the consumers' buying behaviour. Online marketing is the tool to influence the consumers, into loyal consumers.

A conceptual framework:

Internet Marketing: The internet is the worldwide network of computers to provide an alternative communication network. Internet marketing can be defined as the use of the internet and related digital technologies for achieving the marketing objectives.¹

Digital Marketing: Digital marketing encompasses all marketing efforts that use the internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers.²

Consumer buying behaviour: According to Freudian the Psychoanalytical Model, the individual consumer has a complex set of deep-seated motives that drive him towards certain buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and totally subjective longings. His buying action can be influenced by appealing to these desires and longings.³

Online Marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers. The methods and techniques used for online marketing include email, social media, display advertising and search engine optimization. The objective of marketing is to reach potential customers through the channels where they spend time reading, searching, shopping or socializing online.⁴

Statement of the Problem

Companies in this digital era, in order to survive and sustain in the market, has to use any type of digital marketing to influence the buying behaviour of the consumer. There are many types of digital marketing like online marketing, social marketing and the like. Liberalization, Privatization and Globalization has made companies to face acute competition. Reaching consumers, convincing him and converting his needs into wants by changing his buying behaviour is the challenging task to the companies. So the companies, identifying its potential consumers and reaching them first where they are, to get the orders is most important rather than the companies wait, till consumers come to them. So, online marketing becomes very important tool to have an impact on consumers' buying behaviour.

Objectives:

1. To identify the factors of online marketing which influence consumer buying behaviour
2. To examine whether the online marketing can lead to change in consumer buying behaviour.
3. To identify the satisfactory level of consumers which lead to better sales

Review of Literature

Ugonna, Ikechukwu A (2017)⁵ in their article “Effects of Online Marketing on the Behaviour of Consumers in Selected Online Companies in Owerri, Imo State – Nigeria” has said that online marketing is a viable marketing communication channel which has significant effect on the regularity of visits and consumer patronage of online stores.

Peter S H Leeflang (2014)⁶ in their article, “Challenges and Solutions for Marketing in a Digital Era” has said that the companies has focused on the tremendous opportunities in digital marketing. The article also presents the challenges like “talent gaps”, adjusting the “organizational design” and implementing “actionable metrics” are the biggest improvement opportunities for companies across sectors, based on a survey of marketing executives around the globe.

Marin Istvanic (2017)⁷, in their article, “Digital Marketing in the Business Environment” has said that the product promotion has become more important component. This can be promoted by using digital marketing which offers users new opportunities like personalized messages or answers to a search query.

Hypothesis

H₀: There is no significant impact of online marketing on consumer buying behaviour

Methodology of the study

This study is purely based on primary data with the structured questionnaire. The questionnaire was administered to the consumers by convenient sampling method. The collected data was analyzed and interpreted using the software SPSS, Cronbach Alpha and correlation to highlight that the online marketing is more required for the change in the consumers’ buying behaviour ultimately which leads the company sustain and compete with others.

Analysis and Interpretation

Main Objective is to study is that the online marketing which influences the consumer buying behaviour. The study focuses on how the online marketing in Mysuru can reach consumers and change the consumer buying behaviour because of acute competition.

For the purpose of research, the variables considered were selling price of the product, the convenient place for selling, internet shopping experience and content of online marketing which are considered independent variables for which the consumers’ buying behaviour becomes the dependent variable. The survey was conducted among the 124 respondents by convenience sampling method. The few students who are working as part time are also considered for the research.

Table 1

Table Showing the General Information about the Respondents

Particulars	Category	Number of respondents	Percentage of Respondents
Gender	Male	54	43.54
	Female	70	56.45
	Total	124	100
Age	18 – 25 years	67	54.03
	26 – 35 years	43	34.67
	45 – 55 years	14	11.29
	55 years and above	-	-
	Total	124	100
Profession	Home Maker	10	0.08
	Students	75	60.48
	Business	10	0.08
	Employee	29	23.38
	Total	124	100
Monthly Salary	Below ₹ 5000	35	28.22
	₹5000 – ₹10000	65	52.41
	₹10001 – ₹15000	10	0.08
	₹15001 – ₹20000	14	11.29
	₹20000 and above	-	-
	Total	124	100

According to the table number 1, among the respondents considered for the study, 56.45 percentage are females, the majority of the respondents fall in the age of 18-25 years. 60 percentage of the respondents were students who are the better asset of the future and the majority of the respondents who earn monthly salary, fall ₹5000 - ₹10000 per month.

Table 2

Awareness about the online marketing

Particulars	Number of respondents	Percentage
Have knowledge about online marketing	124	100
Not having knowledge about online marketing	-	-
Total	124	100

In the table number 2, the researcher has analyzed about the awareness of online marketing among the respondents. The result is that 100 percentages of the respondents are aware of the online marketing.

Table 3

Reliability Statistics

Cronbach Alpha	N of items
.961	4

Now a day, particularly for field survey, internal consistency is estimated by using Cronbach alpha. An alpha value of 0.70 or above is considered to be criterion for demonstrating strong internal consistency, alpha value of 0.60 or above is considered to be significant.

Table 4
Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.920*	.846	.843	.39896

According to the table number 4, R value represents the simple correlation which is 0.920 which represents a higher degree of correlation. The R square value which represents the consumer buying behaviour which can be explained by the independent variables considered is predicted as 84.6 percentages.

Therefore the null hypothesis: There is no significant impact of online marketing on consumer buying behaviour is proved to be false and there is significant impact of online marketing on consumer buying behaviour may be because the consumers are very much time particular, looks for cost effectiveness, convenience, quality of products, vast number of products and product comparison.

Conclusion:

Now a day, consumers have the knowledge of internet because of the urge to learn online marketing. The companies are competing with each other to reach the consumers, but they have to give more concentration on the security to consumer's information, as cyber crimes are creeping in. The consumers' buying behaviour has also changed due to the vast progress in telecom networks and availability of data at cheaper rates.

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