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## THE IMPACT OF DIGITAL MARKETING ON BUYING BEHAVIOUR OF MOBILE PHONE

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### Abstract:

Every aspect of human existence now has a digital component because to information technology. This, along with the advent of contemporary digital marketing, also altered traditional marketing. The new marketing strategies, which make use of a variety of digital and IT-based tools and approaches, drastically alter marketing operations for both customers and sellers. The goal of this article is to determine and assess the many facets of digital marketing practices in connection to consumers of mobile handsets. This study's primary goal is to look into how digital marketing practices affect mobile phone purchasers' purchasing decisions and experiences, which are incentivized and fulfilled by these practices.

**Keywords:** mobile phones/handsets, digital marketing, customer behavior, and IT (information technology)

### Introduction:

Marketing is often seen as a subject that studies customer connections and procedures. It addresses not just the marketing of goods to customers, but also the features of their decision-making process and the variables that affect their choices with regard to certain goods or services.

"The activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" is what the American Marketing Association (AMA) defines as marketing. According to the definition given above, marketing is the coordinated efforts of organizations to provide, distribute, and communicate valuable information about the things they offer to customers.

According to the definition given above, marketing is the coordinated efforts of institutions to provide, deliver, and communicate valuable information about the items they offer to customers. Traditional marketing employs a variety of strategies, including home marketing, one-to-one marketing, print marketing, and broadcasting. However, all of these marketing platforms and strategies only allow for one-way contact. Prospective buyers can obtain information about the worth of the items from it, but it either disregards user input or lacks customer communication methods. Thus, this is the primary cause of the evolution and emergence of digital marketing.

The goal of digital marketing is the same as that of traditional marketing: informing its target audience about the characteristics of items. However, the choice and implementation of marketing strategies is the primary distinction between conventional and digital marketing. Technical email marketing, search engine optimization, pop-up ads, e-commerce portals, and e-newsletters are just a few of the marketing strategies utilized in digital marketing to promote item to consumer. These days, a cell phone is not simply a necessary instrument for communication; it has integrated itself into daily life. The development, prosperity, and expansion of the corporate and economic worlds depend heavily on mobile phones.

	2020	2021	2022	2023	2024
<b>World wide Mobile Users(M)</b>	<b>6,951</b>	<b>7,101</b>	<b>7,255</b>	<b>7,332</b>	<b>7,410</b>
<b>Total Mobile Devices*(M)</b>	<b>14,017</b>	<b>14,913</b>	<b>15,961</b>	<b>16,804</b>	<b>17,723</b>
Mobile Devices Per Business User	2.02	2.10	2.20	2.29	2.39

The table above shows numerical data for mobile and smart phone users in India during the previous five years, from 2020 to 2024. This explains why the use of mobile phones by Indians is increasing so quickly. Here, researchers have attempted to investigate how digital marketing strategies affect Indian consumers' purchasing decisions about mobile phones.

### **Review of Literature:**

Abdel Fattah Al-Azzam<sup>1</sup> 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 sent, and 220 viable samples—excluding those with blank or missing questions—were gathered, resulting in a 73% response rate from everyone who chose to participate. This study included multiple regressions, descriptive analysis, reliability testing, and correlation testing. The findings indicate, according to the study.

Punit Singh Bhatia in his book, 'Fundamentals of Digital Marketing' (Fourth edition-2019), stated that- The transition of traditional marketing to digital marketing has taken place with the development of internet and during the period of e-commerce boom. The new age marketing has started with creation and use of web pages with an objective of providing the information about products to the first hand users of internet technology. In that phase the reach of internet is limited so according the impact of marketing via internet is also not so desirable. But, till 2002 the internet has covered most population in the earth. So, the digital marketing has started as online marketing and during the decade of 2010 it has become digital marketing. The growth of online marketing and emergence and rapid adoption of new media platforms like social media, mobile apps, e-commerce portals etc, have not only lead but also transformed the marketing into present version called as Digital Marketing.

Dr. Shalini Nath Tripathi wrote a research paper on "Investigating the impact of mobile marketing in the current Indian scenario and proposing Customerization as a solution". According to this report customerization is very important and solves many customers negative thinking of mobile marketing. This also helps in getting better responsiveness from the customer hence helping companies. This is an important lesson for the companies as the focus on the mass marketing approach like mass mobile advertisements which might not satisfy many consumers needs hence customerization is important. The solution to this problem that is using software to customerize the mobile marketing approaches. The software can keep track of the likes and dislikes of the Consumer (CRM).

### **Research Problem:**

As talked about prior the advanced promoting has surpassed the conventional promoting and portable phone has move forward as the foremost essential human require after nourishment, cloth and protect, we have chosen to think about the affect of connection between advanced showcasing and versatile phone buying choices. In like manner the most inquire about issue defined is to think about the impact of computerized promoting hones in connection with the buying conduct of portable phone buyers. Objective

### **Objective of the Study:**

1. To find out that digital marketing affects consumers' desire for mobile phones by sparking their interest in them.
2. To investigate the way smart phone buyers might obtain information from digital marketing platforms.
3. To assess the contribution of digital marketing to the process of comparing different models of mobile phones.
4. To evaluate how digital marketing has helped to increase the brand value of items that are mobile phones.
5. To examine how satisfied mobile phone consumers are with digital marketing.

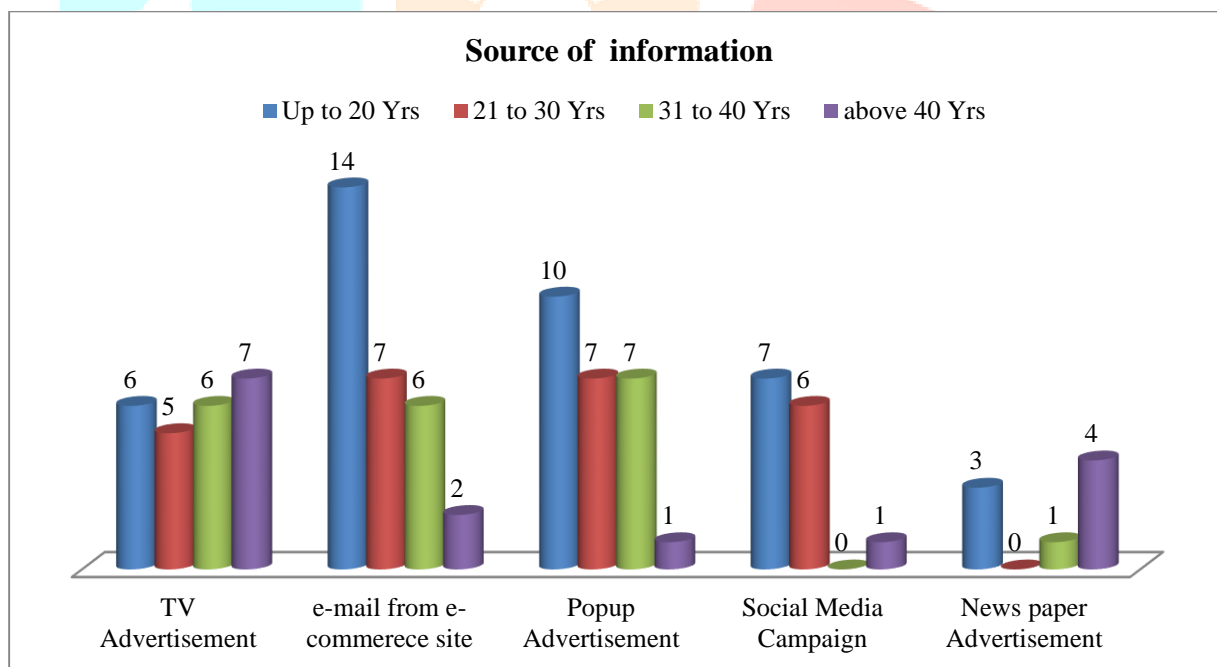
### Sample Size of the Study:

Since the research is limited to mobile phone buyers in Tirunelveli city, 100 respondents were chosen at random from that city's population.

### Data Analysis & Interpretation:

**Table-1 Digital Marketing as a source of information**

Source of Information	Up to 20 Yrs	21 to 30 Yrs	31 to 40 Yrs	above 40 Yrs	Total
TV Advertisement	6	5	6	7	24
e-mail from e-commerce site	14	7	6	2	29
Popup Advertisement	10	7	7	1	25
Social Media Campaign	7	6	0	1	14
News paper Advertisement	3	0	1	4	8
<b>Total</b>	<b>40</b>	<b>25</b>	<b>20</b>	<b>15</b>	<b>100</b>

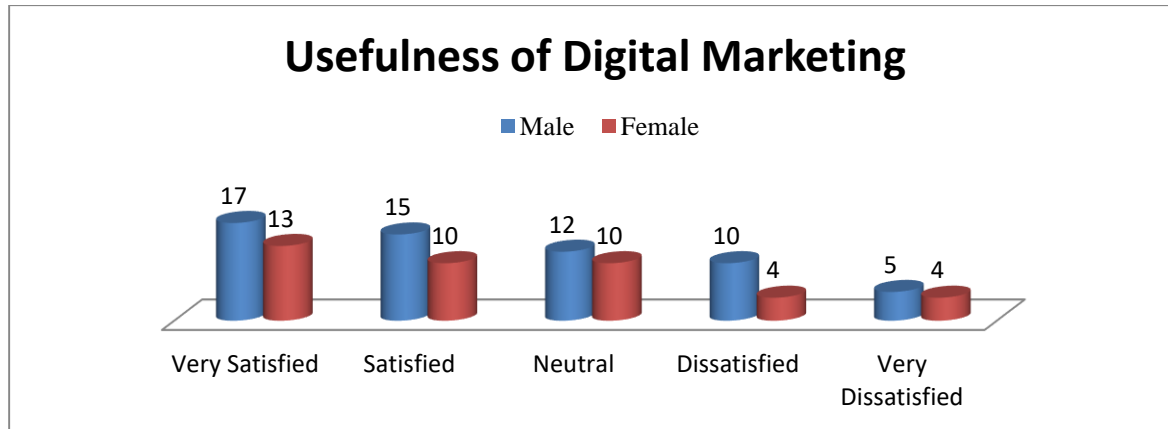


(Source: Primary data)

**Interpretation-** According to this data, here the number of people who belong in the age group of 20 year is 40% who gets the information through various sources like advertisement, campaign, e-commerce site.

**Table-2 Usefulness of digital marketing in obtaining information about mobile phones**

Usefulness of Digital Marketing	Male	Female	Total
Very Satisfied	17	13	30
Satisfied	15	10	25
Neutral	12	10	22
Dissatisfied	10	4	14
Very Dissatisfied	5	4	9
<b>Total</b>	<b>59</b>	<b>41</b>	<b>100</b>

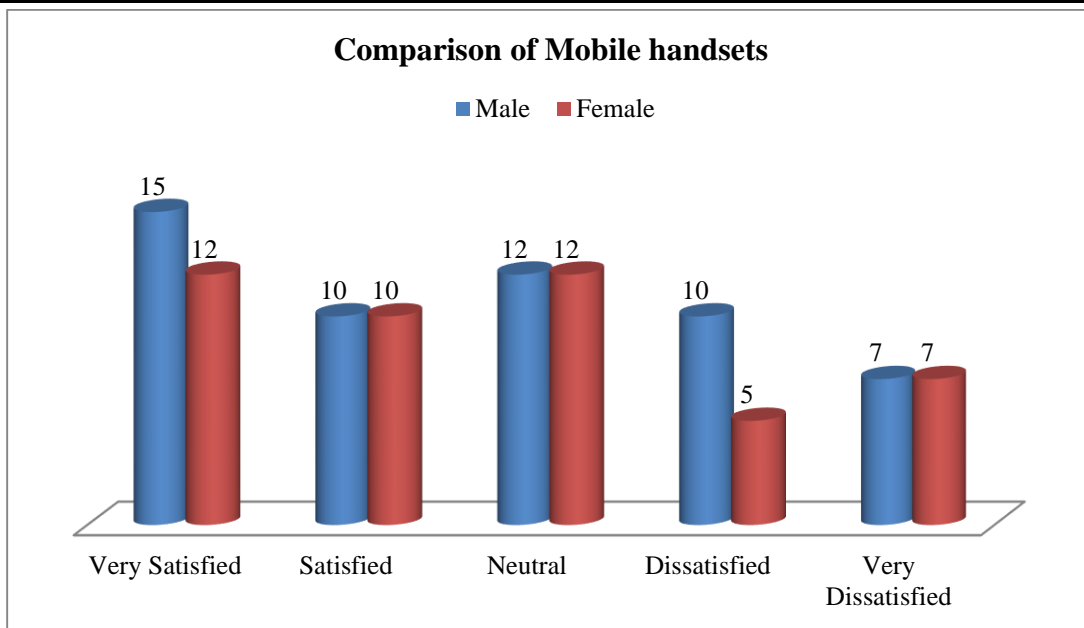


(Source: Primary data)

**Interpretation-** As per the data, 30 % of respondents are Very satisfied with obtaining information about mobile phone from digital marketing, whereas, 25% of respondents are satisfied. The percentage of neutral respondents is also 22 %.

**Table-3 Digital Marketing as a tool of comparison of mobile handsets**

Comparison of handsets	Male	Female	Total
Very Satisfied	15	12	27
Satisfied	10	10	20
Neutral	12	12	24
Dissatisfied	10	5	15
Very Dissatisfied	7	7	14
<b>Total</b>	<b>54</b>	<b>46</b>	<b>100</b>

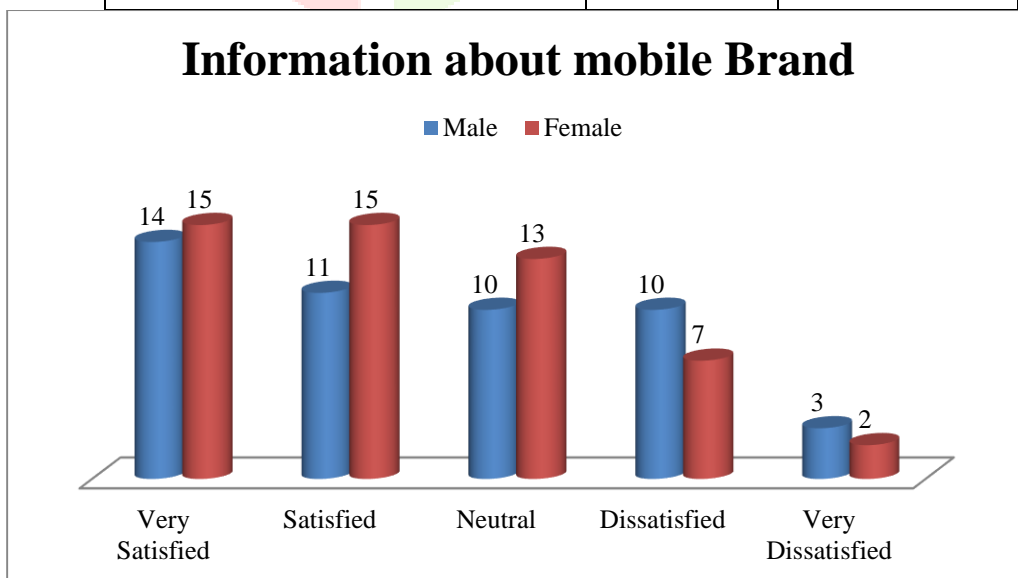


(Source: Primary data)

**Interpretation-** As per the data, 27 % of respondents are Very satisfied with comparison of mobile handsets, whereas, 20% of respondents are satisfied. The percentage of neutral respondents is also 22 %.

**Table-4 Role of digital marketing in creating the brand**

Information about mobile Brand	Male	Female	Total
Very Satisfied	14	15	29
Satisfied	11	15	26
Neutral	10	13	23
Dissatisfied	10	7	17
Very Dissatisfied	3	2	5
Total	48	52	100

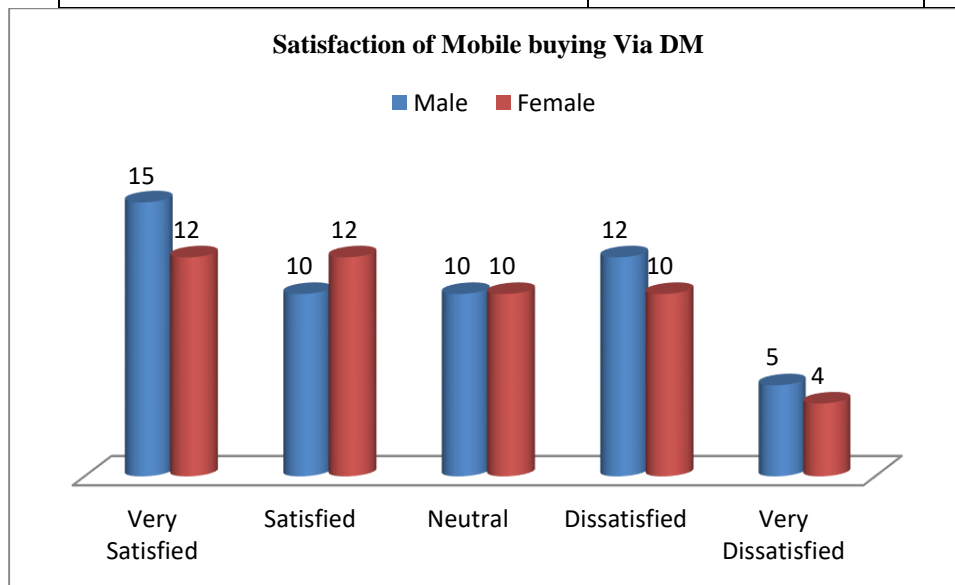


(Source: Primary data)

**Interpretation-** As per the data, 29 % of respondents are Very satisfied with digital marketing in creating the brand, whereas, 26% of respondents are satisfied. The percentage of neutral respondents is also 23 %.

**Table-5 Satisfaction of buying mobile via digital marketing**

Satisfaction of Mobile buying Via Digital Marketing	Male	Female	Total
Very Satisfied	15	12	27
Satisfied	10	12	22
Neutral	10	10	20
Dissatisfied	12	10	22
Very Dissatisfied	5	4	9
<b>Total</b>	<b>52</b>	<b>48</b>	<b>100</b>



(Source: Primary data)

**Interpretation-** As per the data, 27 % of respondents are Very satisfied with buying of mobile via Digital marketing, whereas, 22% of respondents are satisfied. The percentage of neutral respondents is also 20 %.

### Conclusions and findings:

1. Digital promoting is the foremost vital source of data of youthful and center age portable phone buyers and it plays a really crucial and critical part in fortifying or starting the got to buy the portable inside them.
2. Computerized promoting stages and channels permits the portable phone buyers to induce a point by point and in profundity data almost different portable phone buyers.
3. The portable phone buyers are finding advanced promoting stages exceptionally valuable, in comparing the distinctive portable phone handsets and investigating the different highlights of portable phone handsets.

4. The advanced showcasing gives the data approximately the brand values of the portable items, which eventually comes about in improving the brand esteem of the portable phone companies.

5. The portable phone buyers are finding the advanced showcasing stage exceptionally delightful and agreeable in regard of buying portable phones.

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