



A STUDY ON IMPACT OF DIGITAL MARKETING IN CONSUMER PURCHASE DECISION

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ABSTRACT

The emergence of digital technology has significantly changed the marketing environment by providing companies with new channels for connecting and interacting with customers. This study looks into how different industries and demographic groups' customer purchasing decisions are affected by digital marketing tactics. The research uses a mixed-methods approach to provide a thorough understanding of how digital marketing effects consumer behavior throughout the purchasing process. It includes both quantitative surveys and qualitative interviews. The study's quantitative component employs a comprehensive online survey to investigate the efficacy of digital marketing strategies, including influencer marketing, email campaigns, social media advertising, and personalized recommendations, in stimulating consumer interest, product contemplation, and ultimately, purchase decisions. The survey also looks at how digital platforms might help with pre-purchase research.

The qualitative component, which includes in-depth interviews with customers from a range of industries and backgrounds, complements the quantitative data. Through in-depth discussions of customer motives, attitudes, and decision-making processes in response to digital marketing initiatives, these interviews provide insight into the behavioral and psychological elements that influence consumers' purchasing decisions. Through the integration of quantitative and qualitative analysis results, this study intends to offer useful insights to companies looking to improve customer engagement and optimize their digital marketing strategy. The research findings will deepen our understanding of how consumer behavior and digital marketing interact, allowing businesses to better target their marketing campaigns and ultimately enhance sales and customer loyalty in the digital era.

Keywords: digital marketing, consumer behavior, purchase decision, online advertising, social media marketing, influencer marketing, email marketing.

INTRODUCTION

In the current digital era, marketing has experienced a radical change as companies increasingly rely on digital channels to connect and interact with customers. The way businesses market their goods and services as well as how customers research products and services and make decisions about what to buy has changed dramatically with the advent of the internet, social media, and mobile technologies. Search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, content marketing, influencer marketing, and more are just a few of the many strategies and tactics that make up digital marketing. These days, companies can't operate without these digital platforms to stay in touch with their target markets, increase brand recognition, and boost sales. Businesses now need to understand how digital marketing affects consumers' purchasing decisions because consumers are growing more tech-savvy and dependent on digital sources for information and product research. Effective use of digital marketing allows businesses to reach a larger audience and target specific consumer segments with campaigns and messaging that provide more individualized and targeted experiences. The purpose of this study is to investigate how different digital marketing strategies affect consumer purchasing decisions in a range of demographic and industry contexts. It looks for the elements such as the function of social media influencers, online reviews, tailored recommendations, and mobile marketing strategies that impact customer behavior in the digital sphere. Businesses can improve their competitiveness in an increasingly digital marketplace by optimizing their marketing efforts, allocating resources more wisely, and learning how digital marketing influences consumer purchase decisions.

REVIEW OF LITERATURE:

- Tapscott and Williams (2006) consider social networks as a part of a wider trend in communication landscapes. They characterize it as "mass collaboration". In their opinion, transparency, peer collaboration, audience participation and globalization are changing markets and companies and social networks like YouTube or MySpace are crucial. A new type of market is being shaped: copyright, communication strategy and message control by hierarchical management structures is increasingly under attack.
- Steinfeld & Lampe (2007) suggest that Facebook is used to strengthen "offline" friendships more than to meet new people (Ellison, Steinfeld y Lampe, 2007). Such relationships could be thin, but often there are previous links, like sharing college. Another key research thread deals with issues of privacy and intimacy generated by social networks.
- Amira M. Omar (2020) —The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market. Findings indicate that e-mail has a profoundly positive influence on consumer buying decisions in two phases (post- purchase) and information research.

OBJECTIVES THE STUDY

PRIMARY OBJECTIVES:

- To study on impact of digital marketing in consumer purchase decision.

SECONDARY OBJECTIVES:

- To study the awareness of digital marketing among consumers in Chennai.
- To analyse the influence factor of digital marketing in purchase decision.
- To know the consumer preference while purchasing the products using online mode.
- To give suitable solution to anicha digital infrastructure.

SCOPE OF THE STUDY:

- The suggestion from the study is based on the responses given by the consumers in a specific
- This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.
- Briefly discuss the evolution of digital marketing and its increasing significance in the modern business landscape.
- Identify the gaps or areas of interest in understanding how digital marketing affects consumer purchase decisions.
- Clearly state the main goals and objectives of the research.

LIMITATION OF STUDY:

- This study is limited to 98 respondents.
- The study was focused on Anicha Digital Infrastructure and Chennai.
- The study will be conducted within a limited time frame, which may impact the depth of the

RESEARCH METHODOLOGY

- Research methodology is a way to systematically solve the research problem. Research methodology may be understood as a science of studying how research is done scientifically. The main objective of this study is to identify the technology advancement in digital marketing and reason to know the adopting technologies in digital marketing.

RESEARCH METHODOLOGY

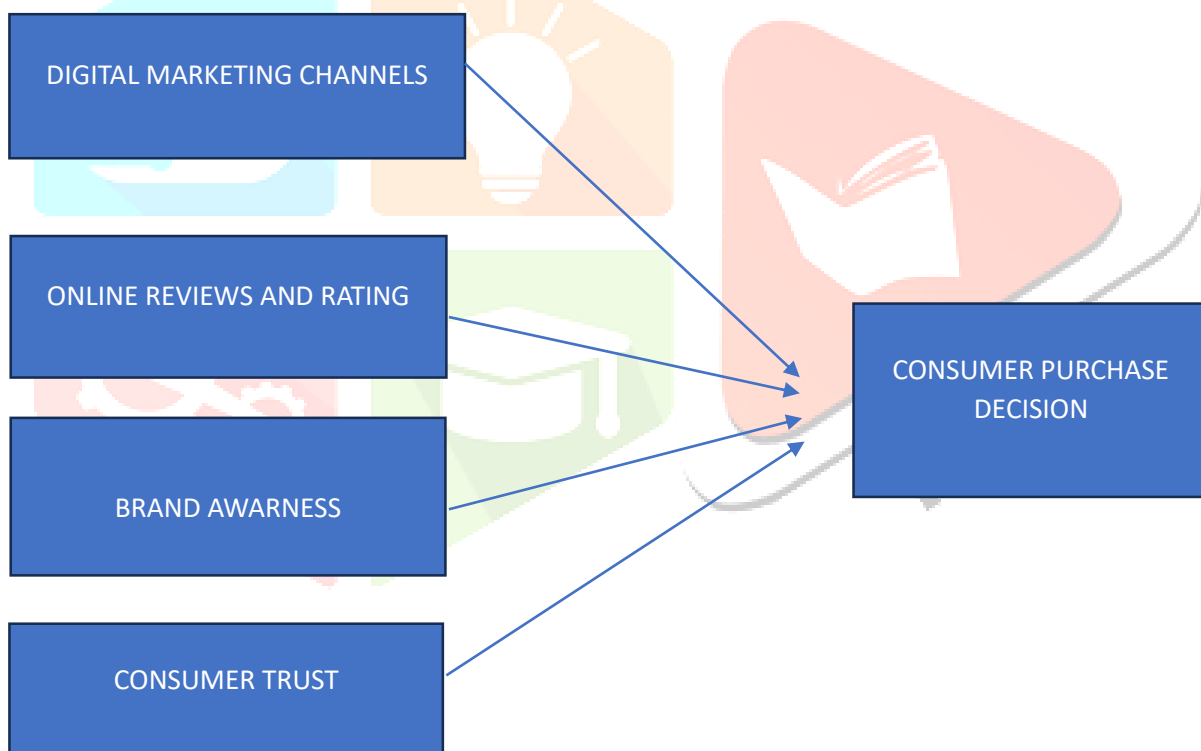
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RESEARCH DESIGN:

DESCRIPTIVE RESEARCH

Descriptive research refers to the methods that describe the characteristics of the variables under study. This methodology focuses on answering questions relating to "what" than the "why" of the research subject. The primary focus of descriptive research is to simply describe the nature of the 2.1RESEARCH demographics under study instead of focusing on the "why". Descriptive research is called an observational research method as none of the variables in the study are influenced during the research.

RESEARCH MODEL & HYPOTHESIS:



HYPOTHESIS:

A hypothesis is an assumption that is made based on some evidence. This is the initial point of any investigation that translates the research questions into predictions. It includes components like variables, population, and the relation between the variables. A research hypothesis is a hypothesis that is used to test the relationship between two or more variables. There are two types of hypothesis Null Hypothesis and Alternative Hypothesis. H₀: The null hypothesis is a statement that suggests there insignificant difference, effect, or relationship between the variables under investigation. H₁:The alternative hypothesis contradicts the null hypothesis and suggests that there is a significant difference, effect, or relationship between the variables.

SAMPLING METHOD

➤ **NON-PROBABILITY SAMPLING** Non-probability sampling is defined as a sampling technique in which the researcher selects samples based on the subjective judgment of the researcher rather than random selection. It is a less stringent method. This sampling method depends heavily on the expertise of the researchers.

➤ **CONVENIENCE SAMPLING** Convenience sampling is a non-probability sampling method where units are selected for inclusion in the sample because they are the easiest for the researcher to access. This can be due to geographical proximity, availability at a given time, or willingness to participate in the research. Sometimes called accidental sampling, convenience sampling is a type of non-random sampling.

SAMPLE SIZE

The sample size is about how many people to be surveyed. The sample for the study would be limited 98 respondents.

TOOLS FOR DATA COLLECTION

The data collected for the study consists of primary source.

PRIMARY DATA:

Primary data was collected by questionnaire. The data were collected through questionnaire which was circulated to respondents by using Google Form and results have been analyse based on linear scale method (Strongly Agree to Strongly Disagree) and Multiple- Choice method and Also Short answer choice method.

STATISTICAL TOOLS

Statistical tools are to obtain findings and average information in logical sequence from the data collected. After tabulation of data, the research used following quantitative techniques.

- One-way anova
- Independent samples test
- Correlation

DATA ANALYSICS AND INFERENCE

The study shows the analysis of factors using ONE-WAY ANOVA

ONEWAY ANOVA Null Hypothesis (H0):

There is no significant difference among the group means. In terms of your study on digital marketing channels, it would imply that the different channels have the same level of influence on purchase decision-making.

Alternative Hypothesis (H1):

There is a significant difference among the group means. In the context of your study, this would suggest that at least one digital marketing channel has a different level of influence on purchase decision-making.

Options		Sum of Squares	df	Mean Square	F
Which digital marketing channels do you find most influential in your purchase decision-making process?	Between Groups	7.299	3	2.433	2.771
	Within Groups	82.548	94	.878	
	Total	89.847	97		

INFERENCE:

The above table 3.20 shows one-way anova test on different digital marketing channels and their influence on purchase decision-making. It indicates that there is a significant difference between the groups, with at least one channel having a significant influence. The between- groups sum of squares measures variability attributed to differences between the groups, while the within-groups sum of squares measures variability that cannot be attributed to differences between the groups.

INDEPENDENT SAMPLES TEST:

Null Hypothesis (H0):

There is no significant difference in consumer responses regarding the influence of different types of digital marketing on their purchase decision-making process.

Alternative Hypothesis (H1):

There is a significant difference in consumer responses regarding the influence of different types of digital marketing on their purchase decision-making process.

Options		t-test for Equality of Means		
		df	Sig. (2-tailed)	Mean Difference
Which digital marketing channels do you find most influential in your purchase decision-making process?	Equal variances assumed	96	.061	-.398
	Equal variances not assumed	44.146	.089	-.398

INFERENCE:

The above table 3.21 shows independent samples T-Test shows the responses of which digital marketing do consumer find most influential in their purchase decision-making process. The equal variances assumed that the df is 96, sig. (2-tailed) is .061, and the mean difference is .398.

RESULT

- The age of the respondents. In this 68.4% belong to the age group of 18-24, 19.4% belong the age group of 25-34, 6.1% belong to the age group of 35-44, 6.1% belong to the age group of above 44.
- The gender of respondents. In this 70.4% respondents are male and 29.6% are female respondents.
- The occupation of the respondents. In this 43.9% of the respondents are private employee, 7.1% of the respondents are government employee, 40.8% of the respondents are student, and 8.2% of the respondents are other departments.
- The marital status of the respondents. In this 225.4% of the respondents are married, 77.6% of the respondents are unmarried the digital marketing channels do you find most influential in your purchase decision-making process of the respondents. In this 68.4% of the respondents are social media advertising, 12.2% of the respondents are Email marketing, 12.2% of the respondents are search engine marketing, 7.1% of the respondents are others.
- The important is personalized content in digital marketing campaigns when making a purchase decision of the respondents. In this 28.6% of the respondents are extremely important, 36.7% of the respondents are very important, 23.5% of the respondents are moderately important, 8.2% of e respondents are slightly important, 3.1% of the respondents are not important at all.

DISCUSSION

The findings of this study underscore the undeniable influence of digital marketing on contemporary consumer behavior and purchase decisions. With the digital landscape continually expanding, brands are presented with unprecedented opportunities to engage with their target audiences across various online channels. The observed increase in brand awareness and product accessibility highlights the efficacy of digital marketing strategies in capturing consumer attention and fostering brand recognition. Moreover, the significant role played by social media platforms in shaping consumer preferences emphasizes the importance of leveraging these channels for effective brand communication and engagement. However, while the study showcases the potential of digital marketing to influence consumer behavior positively, it also highlights the need for marketers to adopt a nuanced approach in their digital strategies. Factors such as credibility, authenticity, and relevance of content emerge as crucial determinants of consumer trust and purchase intent in the digital realm.

CONCLUSION

The 18-24 age group and focusing on social media advertising would be effective strategies due to the high percentage of respondents in this demographic and their influence of social media on purchase decisions. Personalizing your digital marketing campaigns and leveraging social media influencers can help create a personalized and trustworthy brand image, which is valued by a significant number of respondents. Prioritizing online brand presence, including managing online reviews and reputation, is crucial since a considerable percentage of respondents find it extremely important in their purchase decision-making process. Emphasizing positive product reviews and ratings and offering multiple payment options cater to the preferences of respondents and can boost customer confidence. Optimizing for mobile devices is essential, assuming a significant portion of respondents use mobile devices for their online activities. Continuously monitoring and analysing consumer behaviour, along with testing and iterating marketing strategies, will help you stay relevant, improve customer satisfaction, and adapt to changing trends.

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