

# A STUDY ON CONSUMER BEHAVIOUR TOWARDS DIGITAL MARKETING IN RAMANATHAPURAM DISTRICT

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## Abstract

Digital marketing is the Unified Processes of consuming and maintaining customer relationships using electronic devices to establish the exchange and flow of products, and services in the market. In this modern scenario, the biggest challenges faced by business people, to fulfill the customer expectation. There is a radical transformation, due to economic liberalisation, increasing competition, use of internet and so on. The customer shopping has changed from physical store to online shopping. Due to development of internet technology which is more and more rapid and mature, it becoming in evitable that online shopping would become an alternative way of purchasing goods. The researcher interested to find the consumer behaviour towards digital marketing. The objective of the study is to study the theoretical framework of consumer behaviour towards digital marketing. This article examines how consumer experience and are influenced by the digital environment they are in as part of their daily lives and the key consumer behaviour attribute and relation among them in digital marketing perspective. An attempt has been made to study the acceptance rate of digital marketing among the Ramanathapuram district consumers and its impact on their purchase decisions. primary data (survey) and secondary data are taken for studying the behaviour of consumer, it helps the researcher to identify how to build a good brand awareness towards consumer behaviour.

**Key words:** Consumer Behaviour, Digital marketing , Social media

## Introduction:

Digital marketing is the promotion of products or services using online channels, Electronic devices, and digital technologies. Digital media has overturned consumers immersed in brands. The evolution of digital marketing has revolutionized how businesses employ technology for promotion, as digital podiums have gradually evolved in advertising strategies, as individual use digit campaigns like mobiles, computer and tablet instead of visiting physical market. Digital marketing helps customers to fulfill their demands only through one click or touch. It is a modern marketing strategy. It is also known as internet marketing, web marketing and online marketing.

Digital marketing evolved since 1990 which has changed the over all view of marketing the business. Digital marketing is a broad world that encompasses all digital platforms such as context marketing, email marketing, social media marketing, Pay Per Click (PPC) ,Search Engine Optimization (SEO) and more. The way people live, work and communicate has changed dramatically in the twenty-first century. Everyday, we are all witnessing the digital revolution (digital Kranti).

In today's global village notion, students, professionals, business people, and every individual are surrounded by digital environment. The world came close to each other because of transportation and communication became fast.

Because of smart phone everyone is communicating intelligently.

Consumer behaviour is fast expanding topic of research. It is a broader notion that investigates the factors that influence a consumer's decision to purchase a product that meets their need (or) want. The American Marketing Association defines consumer behavior as "The dynamic interaction of affect and cognition, behavior, and the environment by which human beings conduct the exchange aspects of their lives". When evaluating consumer behaviour, there are several factors to consider.

### **OBJECTIVES OF THE STUDY**

1. To define the term digital marketing and consumer behavior
2. To study the awareness of digital marketing in Ramanathapuram District
3. To analyze and influence of digital marketing in consumer behaviour
4. To know about the types of things purchased through digital channels

### **STATEMENT OF THE PROBLEM**

Digital marketing is becoming more and more popular as a means if brand and consumer connection. This research looks at how Digital marketing has influenced customer relationship with brands in recent years . The rapid growth in the field of shopping industry leads to know the growing interest in learning more about what drives people to shop online, because online purchasing has become a common practice of digital marketing. As a result, It is crucial to investigate, identify, and interpret the factors that influence consumer to shop online. This paper examines through what degree the consumer behavior leverages the digital marketing in our economy of awareness and acceptance. As a result, the problem statement would be "Consumer behaviour towards digital marketing".

### **SCOPE OF THE STUDY**

The term "Digital marketing" has been operationalized, yet theoretical understanding

and numerous capsule models of how, why, and where to employ various digital channels are still evolving. There is a huge necessity in the present years to clearly study the consumers due to heavy competition. Consumers have a variety of options and ways to make purchases in front of them.

The way advertisers promote their products and how consumers buy them has changed dramatically thanks to digital marketing. An individual purchasing behavior is influenced by a variety of factors and these factors are always influencing advertising too match the needs of clients in general and adolescent in particular. So it is understand that there is a need too scrutinize advanced promoting and its effect on purchasing habits of the shoppers. ``

### **Review of Literature**

A number of research papers and articles provide a detailed insight on Digital Marketing. The findings from the literature are presented below:- Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. In order for businesses to be successful they will have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons, Zeisser, Waitman 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Today, monotonous advertising and marketing techniques have given way to digital marketing. In addition, it is so powerful that it can help revive the economy and can create tremendous opportunities for governments to function in a more efficient manner (Munshi, 2012). Firms in Singapore have tested the success of digital

marketing tools as being effective and useful for achieving results. (Teo, 2005). More importantly, growth in digital marketing has been due to the rapid advances in technologies and changing market dynamics (Mort, Sullivan, Drennan, Judy, 2002).

Andrew T. Stephen in their study on The role of digital and social media marketing in consumer behaviour titled (2015): Technology has become part of trillions of people today. For example In America current usage rate of internet is closer to 100% in coming years especially for higher education group and higher income group. Consumers use mobiles and mobile apps which play very important part of online shopping as consumers can search information by using their smart phones at any time and at anywhere.

## TECHNIQUES AND PROCEDURES

### Data Collection

**Primary data** The primary data are those, which was collected afresh for the first time, and thus happens to be original character. With reference to this study, data was collected through questionnaire It is a fresh data, which was collected from the customers having discussion and interaction and filling up of questionnaire.

**Secondary data** The secondary data is collected from various articles, published research and review papers, magazines, published statistics, documents from government agencies, case studies. etc

**sample design** Ramanathapuram consumers participated in this study and discussed their respective levels of satisfaction.

**sample size** The sample size on which the survey conducted on 130 people

**Limitations** A major limitation of this research is the lack of access to comprehensive scientific literature in relation to chat bots in marketing . Previous studies that could provide theoretical foundations for research questions were limited

## HYPOTHESIS OF THE STUDY.

H01: There is no significant relationship between monthly income and product preference to buy through Internet Marketing.

H02: There is no significant relationship between Customer Satisfaction and product buy through Internet Marketing.

## RESEARCH METHODOLOGY.

To Study the Consumer behavior towards Digital Marketing in Ramanathapuram district on various parameters. A questionnaire with a structured format for gathering primary data. A total of 130 people were polled for primary data. The respondents were chosen from the Ramanathapuram District in Tamil Nadu. Direct questioning of respondents, which is a direct through survey method, was used to gather primary data in structured format. This study's sample size is 130 people who buy goods or services online. The data was examined, and the hypothesis was tested using statistical tools such as the chi-square test.

## RESULTS AND INTERPRETATION.

After collecting data from respondents with the help of structured questionnaire, following are the results interpreted.

### Responses from Online Buyers

Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table below is the interpreted on the basis of the responses.

Table 1. Responses from online buyers

	Category	No. of Respondents	Percentage of Respondents
Gender	Male	70	53.85
	Female	60	46.15
	Total	130	100
	Below 20 years	37	28.46,

Age	20-30 years	53	40.77
	31-45 years	22	16.92
	Above 45 years	18	13.85
	Total	130	100
Area	Rural	99	76.15
	Urban	31	23.85
	Total	130	100
Level of Education	Up to 10	18	13.85
	Up to 12	22	16.92
	UG	46	35.38
	PG	44	33.85
	Total	130	100
Occupation	Business	49	37.69
	Students	29	22.32
	Professionals	24	18.46
	Housewife	21	16.15
	Any other	7	5.38
	Total	130	100
Monthly income	Below 10000	46	35.38
	10000-25000	32	24.62
	25000-50000	17	13.08
	Above 50000	35	26.92
	Total	130	100
Frequency of Online Purchase	Once in a week	22	16.92
	Once in a month	14	10.77
	Twice in a week	31	23.85
	Twice in a month	18	13.85
	More than two times in a week	29	22.31
	More than two times in month	16	12.30
	Total	130	100

	Category	No. of Respondents	Percentage of Respondents%
Main reasons do online shopping	Hate going to shop	9	6.93
	Easy information	23	17.69
	Product reviews	32	24.62
	Save time	34	26.15
	Enables price comparison	11	8.46
	Product discounts	21	16.15
	Total	130	100
	Convenience Goods	24	18.47
	Shopping Goods	82	63.08
	Specialty Goods	22	16.92

What type of product would you prefer to purchase on the internet?	Unsought Goods	2	1.53
	Total	130	100
How do you make your payment on internet?	Debit /Credit Card	12	9.23
	Internet Banking	36	27.69
	PAYPAL/PAYTM	16	12.31
	Google Wallet	22	16.92
	Cash on delivery	38	29.23
	Other	6	4.62
	Total	130	100
Customer Satisfaction in Purchase through Digital Channel	Strongly Agree	48	36.92
	Agree	64	49.23
	Neutral	12	9.23
	Disagree	3	2.31
	Strongly Disagree	3	2.31
	Total	130	100
Influence of internet to buy more	Social Media	28	21.54

	Websites	59	45.38
	Emails	15	11.54
	Advertising	21	16.16
	Others	7	5.38
	Total	130	100

### Chi Square Test: Relationship between monthly income and product preference to buy through Internet Marketing

To Study the Relationship between monthly income and product preference to buy through Internet Marketing, the clubbed table is as follow  
**Table 2:** Relationship between monthly income and product preference to buy through Internet Marketing .

	Convenience Goods	Shopping Goods	Specialty Goods	Unsought Goods	Total
Below 10000	12	31	3	0	46
10000-25000	8	22	2	0	32
25000-50000	3	7	6	1	17
Above 50000	1	22	11	1	35
Total	24	82	22	2	130

Table 2 provides an easy way to interpret the data. To be more precise, hypothesis testing is carried out

H01: There is no significant relationship between monthly income and product preference to buy through Internet Marketing.

According to the calculation, calculated chi-square statistic is 15.2929. The p-value is .018096. The result is significant at  $p < .05$ , with 0.05 level of Significance.

Hence the null hypothesis is rejected and there is a significant relationship between monthly

income and product preference to buy through Internet.

### **Chi Square Test: Relationship between Customer Satisfaction and product Purchases via Digital Marketing.**

**Table 3:** Relationship between Customer Satisfaction and product Purchases via Internet Marketing.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
Social Media	12	16	0	0	0	28
Websites	22	35	2	0	0	59
Emails	5	6	4	0	0	15
Advertising	7	6	5	2	1	21
Others	2	1	1	1	2	7
Total	48	64	12	3	3	130

Table 3 provides an easy way to interpret the data. To be more precise, hypothesis testing is carried out.

H02: There is no significant relationship between Customer Satisfaction and product buy through Internet Marketing.

According to the calculation, calculated chi-square statistic is 41.458. The p-value is .000476. The result is significant at  $p < .05$ , with 0.05 level of Significance.

According to above analysis, Null hypothesis is rejected. In other words, there is significant relation between customer satisfaction and buying the products through Internet Marketing.

### **FINDINGS**

- This study is majorly conducted to understand the consumer behaviour towards Digital Marketing in Ramanathapuram District
- Digital Marketing is becoming increasingly popular among young people, students, and professionals, according to our poll.
- The most significant issue with purchasing items online is that there is no guarantee of product quality and that security is lacking. Some of them have also had problems with digital payments.
- Many things influence people's decisions when they shop online. Price, trust, security, convenience, time, customer service, and reduced offers are the most significant aspects.

To study the relationship between Customer Satisfaction and product buy through Internet Marketing, the clubbed table is as follow.

- The cost reason is that buying online is frequently less expensive than buying at a store.
- Consumers benefit from online shopping since it saves them time and money.

### **SUGGESTIONS**

- When shopping online, you must keep your security in mind. A fare marketing campaign should be implemented. Only selected items should be delivered to the appropriate person at the appropriate location. While using online payment methods, some ways should be more up to date and secure.
- Businesses should establish a trustworthy relationship with their customers by delivering exact quality and quantity, as well as advertising, as this will result in long-term profitability.
- During the research, the researcher discovered that many advertisers intentionally or unintentionally present misleading information to consumers, or have hidden prices for products or services.

### **CONCLUSION**

Many businesses' promotional strategies have become more reliant on digital marketing. Even a small business owner may now employ Digital Marketing because it is simple and cost-effective. It has the capacity to break down various barriers, including company size, geographic location, physical availability, promotions, and so on. There is a very low-cost and effective technique for him or her to sell his or her items or services.

Businesses should try to figure out the best way to boost digital marketing performance as much as feasible manner. Promotional programs should be designed to help the digital marketing company grow. The findings presented in this article are part of a new wave of research that provides enough information to retain the focus on the function of digital marketing in consumer behavior.

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