

An Analysis Of Consumer Electronics Products To Determine The Impact Of Digital Marketing On Customer Purchasing Behaviour

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Abstract

Researchers in the field of management nowadays place a heavy emphasis on the study of digital marketing. In this research, we demonstrate a connection between "Digital Marketing" and consumers' purchasing habits. Studying consumer habits is a marketing classic. The study of consumer behaviour in the marketplace, often known as marketing psychology, is often considered marketing's foundation. In the past five years, digital marketing has been shown to have a major impact on consumers' purchasing decisions. This study examines the factors that influence consumers' decisions to purchase electronic goods and how those factors relate to consumers' purchasing habits as a whole. The study's overarching goal is to better understand what influences consumers' decisions to purchase consumer electronics. Some popular electrical goods are the topic of this research.

Keywords: Mobile Phones, Laptops, Smart watches, Cameras and Tablets, Digital Marketing.

1. Introduction

Understanding one's consumer base has never been more important than it is now, given the pace of innovation and change. Obtaining new consumers while maintaining relationships with existing ones has been one of the most important goals of businesses for quite some time. Both of these objectives can only be realised if the company has a firm grasp on the preferences and driving forces of its future clientele. Marketers are in a far better position to design successful campaigns if they have a firm grasp on the elements that drive or deter consumers from making a final purchase

decision[1]. Electronic retailing emerged as a result of the Internet's disproportionately large influence on the retail sector relative to other economic areas (e-following). Since online buying behaviour does not strictly adhere to conventional consumer habits, online merchants confront new challenges, since previous insights into consumer habits cannot be easily transposed to the emerging field of electronic commerce. Marketers, too, are gradually refocusing their efforts on SEs and SMs. More than 90% of all searches performed on smartphones use Google[2].

Although it has been noticed that online buyers make selections not dissimilar to those made in person, the Internet's unique characteristics as a commercial medium do provide some extra concerns. In the future, more shoppers will do their transactions online. Internet marketing is another option, but many of the tried-and-true principles of conventional marketing still hold[3]. Consumers will act as mini-providers, bringing more good to the table than bad, and making the purchasing experience overall more pleasant[4]. Influencing customer behaviour is a primary objective of every marketing-focused organisation. Organizations engage in marketing in order to better understand the products their customers want, produce and design those products, increase sales and user satisfaction by making them more easily accessible at competitive prices, and interact with customers about their product knowledge in order to influence their purchasing decisions[5]. The goal of marketing is to make consumers aware of how companies may create a false image for a product by appealing to their needs and wants in subtle but effective ways, even if the product itself can't deliver on the promises made. It's reasonable to assume that for advertisements to have an effect on consumers' purchasing decisions, they need to do more than just raise awareness of the product; they must actively attract and compel potential buyers to make a purchase.

The term "digital marketing" refers to a set of practises that make use of digital media and the Internet to carry out "traditional" marketing tasks including content creation, customer service, and relationship management[6]. Web based company is concerned with the buy and selling aspect of the business, utilising the internet and employs electronic media for money proceedings. The word "digital" refers to a technology that allows for the restricted movement of information while maintaining consistent properties. Information in the digital realm is constantly updated and sent[7]. A marketing effort is considered digital if it requires some kind of digital technology to carry out its essential marketing functions. Digital Marketing is the advancement of goods and management by employing at least one of the electronic or digital means. According to Techopedia, "digital marketing" is "a method of promoting products or services through the Internet using electronic mechanisms." Digital marketing, as defined by Winged animal

(2007), is the phenomena of communicating with a company's current and potential clients using digitally transmitted media[8]. According to Rowan (2002), a medium is everything that operates through digital codes, including but not limited to appliances, programmes, practises, and tools. Websites, P2P communication sites, online networks, web crawlers, and other content-based platforms are all examples of digital media, which also makes use of various internet-connected devices. For example, "mobile phones," "digital TV," and "digital outdoors," all of which make use of the internet and other adaptable technology. Digital marketing is a wider word as contrasted to internet marketing. Channels are involved, and a reliable internet connection is necessary. Moreover, it contains the components of Digital TV and other digitally linked gadgets[9]. According to Hubspot's findings, the pace of change in digital marketing is expanding fast as a result of the fascinating data. Video content performs much better than text and images on landing pages². Because of how accessible the internet is, it has become the dominating medium for digital marketing. In this decade, one of the most significant changes is the proliferation of Internets. Today, the internet is used for almost every aspect of product discovery and distribution. It has altered the norms of marketing in many ways. It helps the advertising firms to market a wide range of products to a wide audience. Customers may get advice on how to choose between comparable items thanks to the Internet[10]. It has also included additional distribution channels that are more easier, faster, and more effective. The viewpoint of promotional methods has evolved. Postings on business-related forums are a common venue for client feedback and anecdotes. Marketers utilise a wide variety of strategies, including search engine optimization (SEO), social media marketing (SMM), search engine marketing (SEM), pay-per-click (PPC), and more, to include digital marketing into their strategies. To a worldwide extent, computers are linked through the Internet. The papers which are present in the PCs that are linked worldwide, are known as 'pages' and these may be viewed by other networked PCs (Tanenbaum, 1996). (Tanenbaum, 1996). The structure of internet includes of three essential systems called as 'Intranet', 'Extranet' and 'Web'. The numerous

applications and Hyper Text Markup Language used by an intranet's internal users (HTML).

Over a period of time, internet became the most crucial instrument to seek for information. Moreover, technical improvements like digitization launched distant association and information technology transfers. Digital marketing therefore become a metaphor for distant association.

2. Literature Survey

Thanks to the Internet, businesses and customers may conduct transactions without ever having to meet face to face. All throughout the world, consumers are turning to online retailers as their go-to source for a wide variety of products and services. To avoid the hassle and potential danger of buying in a physical store, many individuals have turned to the Internet. People of different income levels and educational backgrounds may get their basic requirements met at the market. Examples of surveys and research on consumer behaviour conducted by individuals in a variety of nations are included below. The Consumer Style Inventory (CSI), created by Sproles and Kendall (1986) to investigate the gender gap in buyers' decision-making preferences, was validated and refined for use with male and female participants. What we see is a significant gap between male and female consumer preferences. According to research by Apoorva Gupta (1991), India's industrial sector has expanded greatly, and the country's internal and foreign policies have seen significant changes. Normal consumer purchases, such as those for groceries and cleaning supplies, are significantly impacted by these rules. These industries are more open to competition since new businesses may enter relatively easily, but in other industries it might be difficult for existing ones to survive because the most effective tactics have already been developed. Liberalization and competition issues have been thoroughly addressed in India's vital electronic and IT industry[11]. The sheer size of these fields makes it difficult to monitor everything that's going on. Therefore, amid the myriad of electronic devices, television serves as the study's focal point. In order to gain the trust of consumers in today's market, businesses engage in a flurry of sales promotion and marketing efforts, as documented by Vinod Kumar (1993). Due to intense market rivalry

and customers' limited disposable incomes, many businesses have been compelled to reduce product quality in order to remain competitive. Due to impersonalized marketing, the rising imperfection creates a knowledge gap between producers/dealers and customers[12]. There has been a proliferation of items on the market, and most of them the buyer has never heard of, therefore they often make poor choices as a result. Kumar and co-authors (1995) proposed that relationship marketing may be an effective strategy. The sole variable in establishing a connection is the customer's desire to do so. Profits accrue over time to clients who show a strong propensity to commit to a lasting partnership. Likewise, it is pointless to exert effort in order to forge connections amongst people who have little interest in doing so. So, the company's primary emphasis should be on cultivating short-term connections and transaction marketing. They may make some fast money with little effort by engaging in transaction marketing[13]. Kiani (1998) provided recommendations for luring visitors by keeping information fresh, providing discounts, and monitoring visitors' actions to better cater to their needs. The ideas of Kiani on customer retention were developed further by Parsons et al. (1998). They believed that the key to success was finding efficient means of collecting client feedback and using that data to tailor products and services to individual needs[14]. Customers may feel emotionally and financially invested in a single e-commerce site and reluctant to transition to another. Together, Sinha and Kim (2012) developed a tangible technique to classify online shoppers. Financial, product, and accessibility risks that were already known were analysed. Individual differences in technology-specific innovativeness (TSI), posture, subjective norm, and perceived behavioural control (PBC), as well as the elements of service and infrastructure associated to India in terms of commodities liberation and returning techniques, are investigated. Cheng, and NingShen (2012) investigated a confreplica, writing, "We researched joint proposal." This paradigm is an extension of TPB that incorporates self-assurance as a mediator between action and meaning. Furthermore, it is well-known that the foundation of trust in m-commerce is test, contact, and investigation, and that the results of these activities are mitigated by advertising. According to Singhal

and Shekhaw at (2012), studying consumer behaviour depends on observing customers' spending habits. Consumers are considered to be the most important part of this process since they serve as the customer, the payment, and the procurer[15]. Buyer psychology investigates how people make choices about how to spend their time, money, and energy on consumable products. The detailed and spontaneous character of the web marketing has lured more individuals towards it. Despite the vast expansion of digital marketing, the tried-and-true methods of the past are far from obsolete. The research highlights a number of things that persuades customer when purchasing or picking the stream the product or selection of the channel. The criteria were further split in two divisions: Factors that encourages online buying by consumers and Factors that hinder consumers to purchase online. The final findings indicated that despite buyers seek for a product online, they prefer to purchase it offline. Several factors like ease, low cost, availability of products, interactive website, usefulness and time efficiency assist in building an optimistic outlook towards online shopping whereas perceived security, perceived privacy, complexity, intangibility of online goods, connection with the seller, bottlenecks in internet shopping, less amount of satisfaction are few of the hindrances. According to research conducted by Demangeot and Broderick (2010), consumers are more concerned with security and privacy than with the perceived ease of use[16]. No connection could be created between the consumer and the online store if online danger existed. Seda Yoldas (2011) analysed two separate customers groups one from the United Kingdom and the other from Turkey. The research revealed a little different behaviour across the two groups. While Brits love shopping online, Turks hesitate because they don't trust the sites and want to know more about the items before committing to a purchase. The British public favoured internet shopping but did not feel safe using online payment methods. Keisidou, Sarigiannidis, Maditinos (2011) examined that web shopping is thought to be the viral job on the internet but the true cause of consumer's online purchase, remains ambiguous. The consumer's acceptability vary from product to product. The purpose of this research was to investigate how customers feel

about shopping for various products online. Self-efficiency, perceived certainty, secrecy, and product engagement were examined as components of "Personal Innovativeness of Information Technology" that have been shown to have a direct correlation with consumers' attitudes about online buying[17]. NorazahMohdSuki (2011) investigated factors that have an impact on shoppers' confidence in and satisfaction with online stores. The results showed that, in addition to the two qualities necessary for a preeminent vendor website—interactivity and customization—value and accessibility are also crucial for a mobile technology to achieve high levels of customer satisfaction. Satisfaction on the part of the buyer is a major factor in fostering consumer confidence in the merchants they interact with during m-commerce transactions.

3. Digital Marketing Channels

Marketers need a deep understanding of consumer behaviour that elucidates the factors most important to their target audience and demonstrates how those factors factor into the decision-making process. With this data in hand, marketers can craft campaigns they are certain will resonate with consumers' concerns. As a result, the client becomes the hub around which an organization's operations revolve. The success of an organisation is tied to how its consumers react to its marketing strategy, therefore monitoring their purchasing habits is crucial. Website: Online stores maintain their inventory on websites. It's an online shop, really. In contrast to brick-and-mortar stores, online shops may sell anything they want without worrying about rent or square footage. This is why major e-commerce platforms like Amazon claim to work with millions of suppliers and provide billions of different items for sale. Food, groceries, clothing, menswear, footwear, etc. are just few of the retail sectors that have their own dedicated online stores. Customers are complete strangers when they browse websites, but if they find anything appealing there (items, product description, product price, etc.), they may end up making a buy. If they are pleased with the product, they will share the news to others. Figure.1 depicts a typical customer's path through a website.

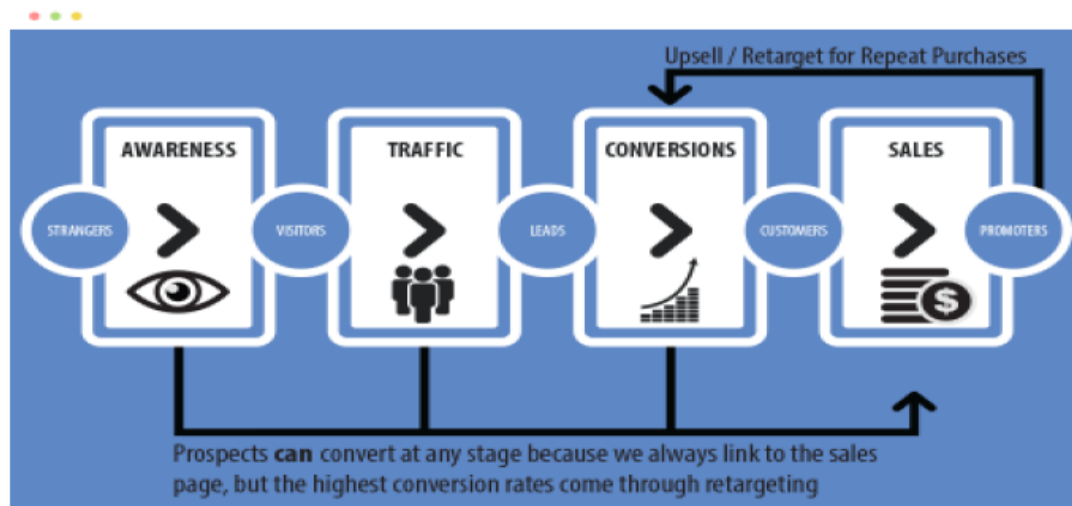


Figure.1. Consumer Journey from Attraction to Repeat Purchase

One of the oldest and most widely used web services is email. The likes of Yahoo, Sify, Hotmail, etc. were the first to provide its subscribers such a service. In contrast, Gmail became the dominant E-mail service in India following Google's expansion there. As the first form of digital marketing, e-mail campaigns have also advanced. When it comes to online advertising, email marketing is becoming a crucial tool. To facilitate the whole digital marketing process, including social media, website, sending and receiving mail, and employing auto produced mail, specialised software is used for e-mail marketing.

Internet-capable digital devices are those that can store, transmit, and display data. To put it simply, digital marketing is a kind of advertising that relies on, and caters specifically to, people using the internet and other forms of linked digital technology. There has been a steady rise in the number of people in India who own smartphones. However, there is also a significant market share for internet-enabled smart TVs. In 2017, there were 1.6 billion connected devices in India. By 2022, that figure is expected to rise to 2.2 billion. Figure.2. gadgets linked with the internet.

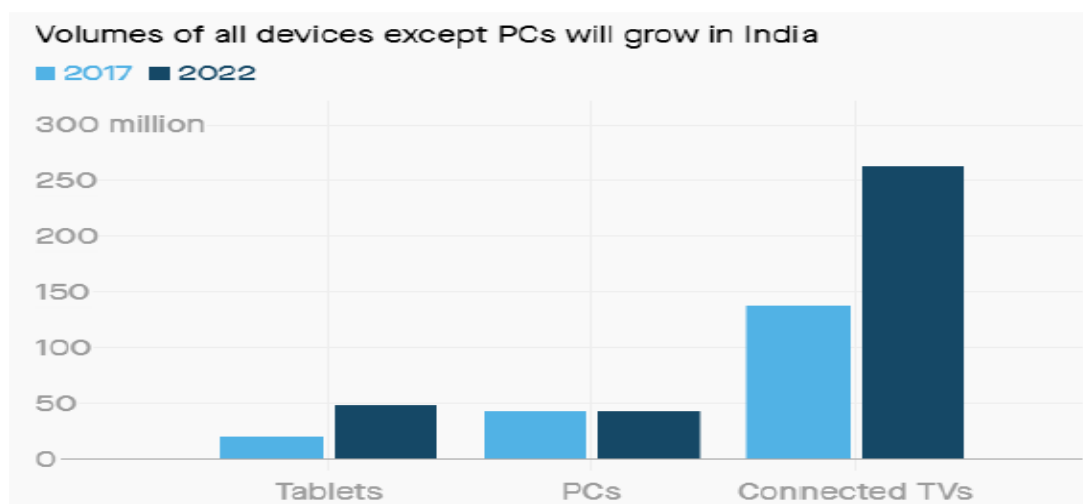


Figure.2. Growths of Tablets, PCs and Connected TVs

Personal computers, whether desktop or laptop, are often regarded as the most helpful of all internet-connected devices. Consumers still prefer using their desktop computers or laptops for online shopping and banking due to the increased sense of security they provide

compared to mobile devices. The number of people using computers is expected to stay around the same, as seen in the chart above. There is no more vital piece of technology than the smartphone. Smartphones serve primarily as a means of communication, but thanks to

operating systems like Android, Windows, and IOS, they also provide a wealth of entertainment, issue solving, news,

information, and shopping-related apps for its users. Figure 3 depicts the projected increase in mobile phone use in India.

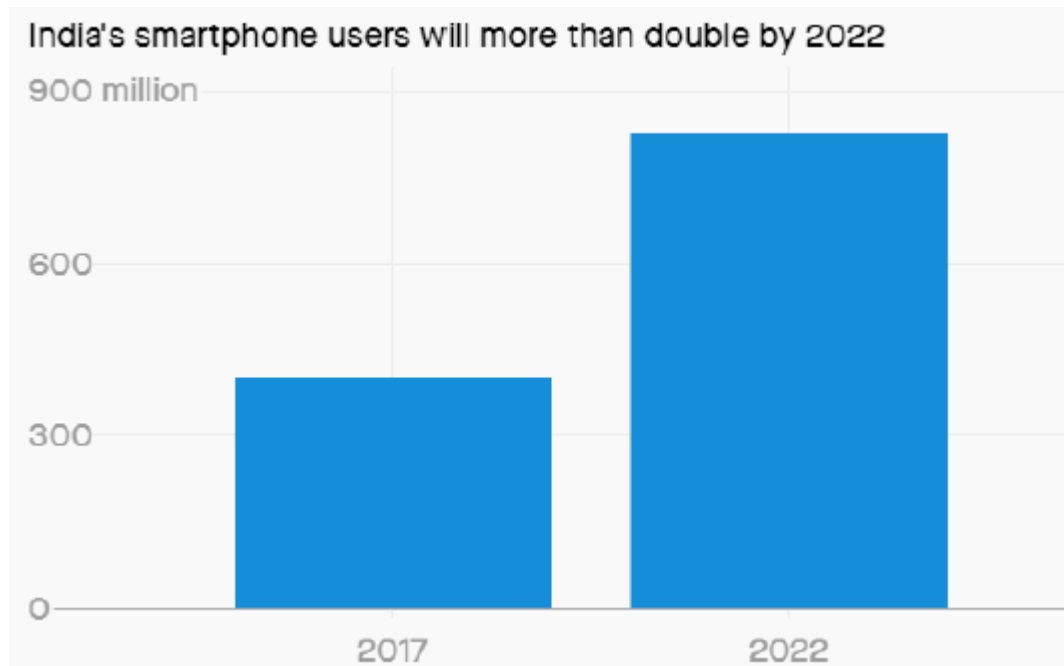


Figure.3. India's Smart Phone Users and Their Growth

Smart TV: Smart TVs allow the opportunity to the user to utilise all applications that they use in their smartphone. The larger screen makes it easier for them to watch their favourite programmes, movies, and more. Smart TV penetration is fast expanding in India. The consumers are now transitioning from standard LED TV to smart TV and the producers have also begun concentrating on the manufacturing of Smart TVs. Smart TV use is expected to grow by 30 percent between 2018 and 2024.

Tablets, often called Phablets, are similar to smartphones in that they may be used for making and receiving calls. Better visuals provide a more enjoyable experience for users across the board, from media consumption to e-commerce to social networking. Tablets are more popular amongst the working professional since they use to accomplish professional job with the assistance of tablets. Now days, Phablets are also entering in the market. Phablets are convenient because they combine the best features of smartphones and tablets in one device (good size, screen display of 6.5" to 7.5"), at a more manageable size.

4. Indian Consumers

An individual's "motive" is whatever it is that drives them to make a purchase. Each consumer has their own unique reasons for making a purchase. The primary reason people make purchases on the internet is to satisfy an immediate need, want, or other emotional state. Assuming everything goes well, a buyer's motivation will lead to increased product sales and customer happiness. The purchase reasons may be characterised in the following ways: Internal and External Motives: Internal incentives are inborn in the psyches of the customers. They make allusions to basic need like hunger, pleasure, safety, comfort, and so on. Both logical and emotional factors might play a role in the decision to buy. The buyer may deduce the buyer's motivations for making a purchase based on the current external environment. Occupation, education, culture, family, money, and social standing are all contributors.

Rational and Emotional Drivers: The person looks at his financial situation and makes reasonable decisions based on factors like price, durability, and reliability. The merchandise is bought on the spending calculations via sensible motivations. Emotional motivations are more personal and reflect feelings like pride in oneself, love, and admiration for others.

Product and Patronage Motives: The product motivation could be either main or optional purchase reason. The major motivation describes the main reasons a consumer chooses one product over another. Motives such as these—the product's ease of use, its expected lifespan, the buyer's reliance on the product, and their financial situation—are not required but nonetheless contribute to the product's eventual sale. The factors that encourage a consumer to make a purchase at one store rather than another are known as "support purchasing

motivations." Customers may be making irrational or illogical purchases. Internal and external factors both have a role in shaping consumer behaviour. Consumers' decision-making is influenced by these elements.

The consumer's choice is based on the total of all of these elements, as well as the consumer's own sense of identity and preferred way of life. It is possible to observe some of these variables in picture 4. The impact of these elements on consumer spending is discussed in more detail below.



Figure.4. Overall Consumer Behaviour Model

Most of our understanding of consumer behaviour stems from research conducted in the social sciences. Economic, psychological, psychoanalytic, and sociological theories are the broad categories that describe them. All of these ideas were discovered to have some relation to consumption law. An individual's level of consumption might go up or down depending on their income and the state of the economy, politics, and other factors.

5. Emotional State of Consumer

Brand loyalty is driven mostly by emotional attachment. All sorts of human choices, economic and otherwise, are influenced by human emotions. Emotions have been shown to have a role in financial choices, according to research in the field of behavioural finance.

Intriguingly, we see that the vast majority of bank and financial services provider commercials appeal to the audience's emotions. When we have a strong emotional connection to a thing, we stop caring about the price. Customers' emotional states are more relevant to their online shopping experiences. Online customers are controlled by the following emotional states and all of them impact their shopping: Need for Cognition: Need for cognition indicates need for information and knowledge and experience that eventually develops the cognition of the buyer and shopper, before purchasing desire to be packed enough with the information search and understanding about the product of service they are intending to purchase.

Online Shopping is a Fun: Online shopping, to many, is a joy. People use to like discovering

the things of their choosing, comparing their pricing, share their comments about the products and websites. People shop for amusement as well. Such consumers are not of High Monetary Value Category shoppers, but they are highly positive and they promote good word of mouth about their purchase. Stress: Stress is an essential emotional condition. It is apparent that it adversely influences the internet buying. The reasons of stress in online purchasing are the many kinds of dangers. These dangers include - risk of fake website, non delivery of the goods, leaking of personal information and mismatch in the product Quality. The causes of stress have been

mentioned in Privacy and security section as well.

Consumer behaviour has significantly altered in the digital age. Customers expect for quick results, immediate pleasure for the purchasing and instant payment or delivery of the goods. However, shipping may take time yet customers expect their information search to be rapid so that they may seize the chance to get the greatest goods. With the help of digital and online marketing, consumers are able to quickly and confidently make purchases thanks to access to pricing comparisons, product reviews, in-depth descriptions, instantaneous transactions, and social network connections.

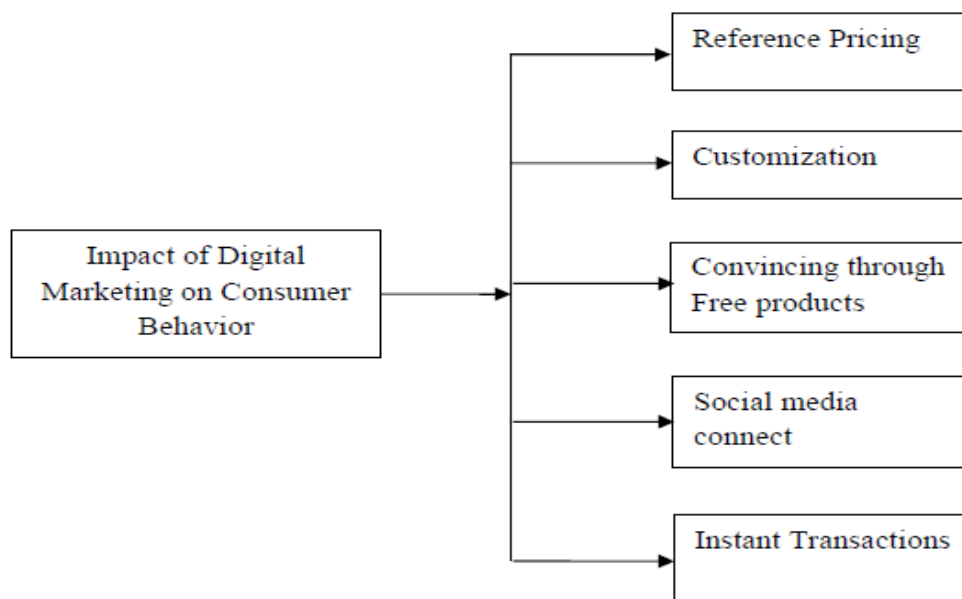


Figure.5. Digital Marketing and Consumer Behaviour

Media consumed digitally are described as "personally-owned electronic items." The Consumer Electronics Society explains that this category encompasses a wide range of products, from televisions and video recorders and players to cameras and home security systems. This therefore is the result of widespread, everyday usage. The average customer spends a considerable amount of time researching consumer electronics online before making a purchase. However, over 50% of

individuals who spend an average of 12 hours per week researching online still end up buying something they couldn't find in a physical shop. Because of the mind-boggling costs and varying quality of the products in this categorization, the inability to physically inspect the item before purchase and the absence of personal touch (with shopping right hand) are especially powerful pressures for buyers of electronics.



Figure.6. Electronic Products

The study studied validation of object virtualization development (turning the thing on screen, evaluating its unique attributes – image, sound, etc - via virtual improvements) to online purchase of electronics. Their logic was that if online shoppers feel more in control when shopping for services like these, more businesses would benefit from the rise of object virtualization technology. Social elements, psychological variables, and the marketing mix were shown to have the most strong influence on electronics purchases from the viewpoint of consumers in Iraq (without consolidation of internet setting).

6. Conclusion

The marketing process begins and ends with an understanding of customer behaviour and the factors that influence product, brand, and retail establishment selection. Additionally, the consumer's conduct mimics the way the buyer employs the goods and ultimately discards it. Studying customer behaviour is likewise a tough endeavour. Understand you do not understand, you will not comprehend, you cannot understand all your consumers, but you must try your best to understand them. This research is about determining the most significant aspects that effect the customer behaviour towards electrical devices. Phones, computers, tablets, TVs, and smart watches are all part of the research. There are many factors that go into consumers' decisions to purchase

electronic goods. These include functional risk (the product may not work as expected), financial risk (the cost of product is more than utility), physical risk (the product performs in a way that causes injury to the user), and social risk (the product performs in a way that embarrasses the user) (possibility of devoting time or extra time when a new brand will be consumed). The customer purchasing behaviour is particularly crucial to be examined since the period of conventional marketing has shifted into the era of digital marketing. Marketers are making good use of digital marketing because to consumers' widespread adoption of smartphones and other internet-connected gadgets. Part one of this research determines the facets of consumer behaviour that influence consumer purchasing behaviour with respect to consumer electronic items.

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