

Consumer Buying Behaviour In The Digital Marketing Era

Dr. T. S. Santhi¹, Dr. M. Jaya²

¹Director, Asan Institute of Management, Chennai.

²Associate Professor and Head, Dept. of Commerce, Asan Memorial College of Arts and Science, Chennai.

ABSTRACT

Marketing is an art which evolves and revolves all over the world in various forms through various platforms. Technological advancement and digitization has revamped the traditional marketing strategies and uncovers the gates of digital marketing. The yester decade habit of visiting a showroom or a restaurant or a grocery shop for purchase has drastically reduced as everything is available online in line to the needs and desires of a consumer. The consumer behaviour is influenced by the consumer's inherent talent of researching the various products and its features through online mode. Consumer is in a position to understand the features and compare the product with its competitors and able to take informed decisions after careful scrutiny of the online information. The study aims to investigate the relationship between the consumer purchasing behavior and digital marketing in the Chennai city. This study identifies the attributes of digital marketing based on review of literature. The perception of the consumer towards these attributes shows that convenience, saving of time and security are the main criterion for their digital buying behaviour. The multiple regression analysis asserts the perception analysis by showing an 86 per cent relationship between the consumer buying behaviour and digital marketing attributes. Thus, the corporates and policy makers can give appropriate importance to these factors while taking their digital marketing decision.

Keywords: Digital, Marketing, Consumer, Buying Behaviour, Perception

JEL Classification: M3, M31, M39, P36

INTRODUCTION

Marketing is an art which evolves and revolves all over the world in various forms through various platforms. Technological advancement and digitization has revamped the traditional marketing strategies and uncovers the gates of digital marketing. The yester decade habit of visiting a showroom or a restaurant or a grocery shop for purchase has drastically reduced as everything is

available online in line to the needs and desires of a consumer. Thanks to the development of logistics industry which breaks the geographical barriers and makes it possible to receive an article anywhere from the world. Today a marketer cannot address to a specified group or location or culture, because he/she has the potential to receive orders in unprecedented areas. Physical marketing took the backstage as it addresses specific place in specific time to specific consumers. Digitization of marketing removes specific barriers and reaches millions of people on the same time line. Digital marketing travels in the fine lines knit by world wide web and reaches the hands of the consumer through virtual reality. It is not the details about the products alone for a consumer even its 360-degree dimension can be viewed virtually and induces a consumer to purchase the appropriate product on a comfortable way.

MATERIAL AND METHODS

CONSUMER BUYING BEHAVIOUR AND DIGITAL MARKETING

The most interesting is the inductive behaviour of a consumer in deciding about the purchase of a product. Yesteryears witnessed the customers visiting the showroom and the shops to physically see the product, compare and decide the purchase of one's own choice. Today myriad factors come between the producer and the end user. The consumer behaviour is influenced by the consumer's inherent talent of researching the various products and its features through online mode. Consumer is in a position to understand the features and compare the product with its competitors and able to take informed decisions after careful scrutiny of the online information. In addition to online, offline word of mouth method also plays a key role in the purchase decision of a consumer. Neither loyal to a brand nor to a company, makes them to go around on the net till they derive the personalized purchasing experience pleasure before their decision making. Artificial intelligence creates impulsive buying behaviour without making any notice or noise. AI know and calculates the intention and interest of a consumer and guides him/her to the selection of a product and direct them on a specific direction. Thus marketing revamps itself and modernizes with digital makeup to conquer the behaviour of a consumer.

DIGITAL MARKETING ATTRIBUTES

Table 1: Attributes on Digital Marketing

Attributes on Digital Marketing	Details about the Attributes
1. Convenience	The success of the digital marketing can be claimed well by the convenience provided by the digitization. On-time delivery, 24/7 time horizon and comparison of products online enables the consumer to decide his/her buying behaviour with ease and comfort.

<p>2. Website/App Design</p>	<p>The design of the website makes the search very easy and comfortable. The safety assures by a website along with the navigation and order leads to repeated purchase from a particular website or app.</p>
<p>3. Time Saving</p>	<p>Digital marketing enables to consume less time for the purchase of a particular product. The time spent on a real purchase is very high. Online purchase by a consumer filters one's choice by colour, price, quality, quantity and usage. Thus the time is saved to a greater extent by digital purchase experience.</p>
<p>4. Security</p>	<p>Digital marketing not only provides wider choice but also narrows down the choice as per the convenience of the consumer. The security for online payment must be assured for a consumer to continue his online purchase. Digital marketer has to provide technically sound security for the online banking transactions.</p>
<p>5. Technology</p>	<p>Digitisation is a buzz word which changes with time at a rapid speed. Only those companies which adopt to newer technologies' at a fast pace can withstand in the market. Digital marketing also needs technological superiority to uncover the potential market successfully.</p>

REVIEW OF LITERATURE

Abdel Fattah Al-Azzam and Khaled Al-Mizeed (2021) carried down a research to analyze the influence of digital marketing on purchasing decisions in Jordon. The study applies simple sampling technique and utilized 220 samples for the application of statistical tools. The results demonstrates the profound impact of social media marketing and mobile marketing on consumer purchasing decisions. The findings of the study suggest that the firms should implement appropriate strategies to increase the brand awareness and utilize the digital world and technology for excelling in the commercial environment.

Qureshi Riyaz Ahmed and Santosh. B. Sadar (2019) analysed and reports that the Online marketing was the fastest growing and most exciting branch of marketing today. The connectivity of the world increased at a great speed and it is vital for the marketers to keep up with the developments and trends for reaching new audiences who are discerning, fragmented and cynical than the yester years. The products, services and technology are changing at a high speed with a shift, growth and transformation. Online Marketing is quite interesting with its many components like Search Engine Optimization, Pay per Click, Social Media, Blogs, and much more. Online marketing is becoming a hot topic in every business sector, and gradually plays a truly important role in any company's multi-channel marketing strategy.

Sivasankaran (2017) opines that the buying pattern of consumer is changing at a rapid pace. Consumer behaviour differs when it comes to the product, price, features, quality, packaging,

buying behaviour, status, generation, age of the customer etc. however, youth is the most complicated group to correspond with. The author points out that digital marketing has developed many challenges to the marketer in the retail segment. The study reveals that most of the youngsters of the present generation have access to the digital media but they lack the awareness about its optimum utilization.

Susanne Schwarzl and Monika Grabowska (2015) states that traditional (offline) marketing strategies were utilised by the corporate across the countries earlier. The study emphasize that importance of online marketing with almost unlimited possibilities and options. The analysis focuses on the growing importance of online marketing, including research of the state of the art through analysis of the data provided by numerous surveys. It also contains brief description of the online marketing and basic strategies on the internet. Hassan et al. (2013) examined the determinants that affect the customer service quality perception of internet banking amongst different age groups of both male and female. Data were collected from 120 internet banking users and analyzed by applying Chi-square test. The study found out that web site design, trust, security, product diversification, credibility, collaboration, access and communication strongly affect the customer perception about the quality of internet banking services.

The review of the literature unveils the fact that there are studies concentration on the digital marketing and its impact on general consumers, on youth consumers with specific reference towards a brand or towards a company. There are studies specific to various geographical areas. Nonetheless, there is no specific study tracing the link between the digital marketing and consumer behaviour in their buying decision in Chennai city. The study would like to unravel the link between these two variables and address gap created through this research study.

OBJECTIVES OF THE STUDY

- To examine the perception on digital marketing of a consumer in Chennai city.
- To investigate the relationship between the consumer purchasing behavior and digital marketing in the Chennai city.

DATA AND METHODOLOGY

The primary data on the perception of the consumers on digital marketing was collected through a well-structured and pilot tested questionnaire. The study concentrates only on those consumers residing in Chennai city and purchase goods through online. Google forms are utilized to collect the consumer opinion about their purchase behaviour based on digital marketing. Being an analysis on digital technological impact, the questionnaires are circulated through Google forms in social media and mail. In that way, only those consumers who use digital technology alone can have access to the questionnaire. The responses of 250 consumers are utilized for the purpose of analysis.

LIMITATIONS OF THE STUDY

- The perception of the consumers who are well versed with digital platforms are analysed and the views and concerns of consumers who are using traditional methods are not included in the study.
- The technological changes impact the approaches of the consumers on a day-to-day basis. Hence the analysis of the perceptions of the consumers relate to the current period in the current technology of marketing. It cannot be generalized across the time period.

RESULTS AND DISCUSSION

Table 2: Perception analysis on the attributes of the Digital Marketing

Variables	Strongly Disagree	Disagree	Moderately Agree	Agree	Strongly Agree	Total	Mean	SD
Website/App Design	35	28	65	80	42	250	3.26	0.85
Technology	53	69	33	55	40		2.84	0.84
Time Saving	10	12	48	102	78		3.90	0.91
Security	19	15	32	97	87		3.87	1.01
Convenience	8	15	45	76	106		4.03	1.09
Information	36	43	67	39	65		3.22	0.69

Source: Computed from Primary Data

Table 1 displays the consumer's perception for the usage of digital marketing. Perception score based on the five point scale is classified and presented in the table along with the mean and standard deviation. The highest mean score of 4.03 clearly shows that the convenience is the main reason behind the usage of digital marketing by a consumer. The modern consumers are more concerned to do things in a comfortable and convenient way is reflected by their views. The time saving also got an important consideration for their purchase decision can be understood with the moderate mean score of 3.90. An era which is very fast and quick decision makers would not like to waste their time in selection process of their purchase is evident by their priority selection. Further, in close association with the convenience and time saving, Security factor also influence them is very clear through the mean score of 3.87. Though the website/App design, information and technology has an active role to play, it does not carry a predominant influence on their purchasing behaviour.

Table 3: Multiple Regression Analysis of Consumer's buying behaviour and Attributes of Digital Marketing

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig.
1	0.862(a)	0.781	0.667	4.291	5.428	0.00*

Coefficients (a)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	9.372	1.492		5.752	0.000**
Website/App Design	0.185	0.024	0.064	4.826	0.083
Technology	0.835	0.062	0.349	13.192	0.092
Time Saving	0.738	0.049	0.317	5.422	0.001**
Security	0.389	0.069	0.489	3.826	0.000**
Convenience	0.874	0.057	0.563	14.192	0.000**
Information	0.247	0.047	0.472	4.422	0.084

** Significant at 1 per cent level

The table 2 presents the results of multiple regression analysis made between the consumer's buying behaviour and the attributes of digital marketing. The variable consumer's buying behaviour is taken as dependent variable and the attributes of digital marketing like website/app design, technology, time saving, security, convenience and information are taken as independent variables. It is clear from the results of regression analysis that there is a significant relationship of 86 per cent between the consumer's buyer behaviour and the attributes of digital marketing. The ANOVA test made shows that f value of 5.428 is significant at 1 per cent level. The high beta co-efficient in the regression table clearly indicates the importance of convenience, time saving and security as the most influencing factor in the attributes of the digital marketing. Thus, the corporates and decision makers in the organization should give appropriate importance to these factors while taking the digital marketing decision.

CONCLUSION

The way marketing effected today has changed phenomenally. Numerous retailers and retail outlets are out of the commercial world, due to the big place occupied by the digital marketing. The brands which do not have an online existence is questioned for its survival. Corporates today are in a digital revolution, fighting against the digital threat and grappling the opportunities of digitization that may pop up in now and there. A consumer who is buying his requirement in a digital mode has certain specific mindset which initiate him to purchase from a website or an app and it should be good enough to lead to repeated purchase. This study identifies the attributes of

digital marketing based on review of literature. The perception of the consumer towards these attributes shows that convenience, saving of time and security are the main criterion for their digital buying behaviour. The relationship among these attributes are strong and statistically significant. The multiple regression analysis further asserts the perception analysis by showing an 86 per cent relationship between the consumer buying behaviour and digital marketing attributes. Further, the study identifies the importance of convenience, time saving and security of the digital marketing through high beta co-efficient in the regression table. Thus the corporates and policy makers can give appropriate importance to these factors while taking their digital marketing decision.

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