

Android-Based Digital Marketing Communication And Customer Purchasing Behaviour: A Case Of Peshawar City

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Abstract

According to the World Bank, Pakistan is still hunting towards growing economies and a growing smartphone market. The convenience of cell phones greatly improves customers' personal and professional lives. Increases in personal affluence have significantly impacted the aspirations and attitudes of customers. This study aims to look into the internal and external factors that affect a consumer's choice to purchase a smartphone. The study also explores consumer perceptions of cell phones and the influence of various brands on consumer choice. Both sexes and individuals of all ages are increasingly using smartphones. This study primarily focuses on the quantitative factors thought to affect consumers' opinions and purchase behaviours about smartphones. The impact of online digital communication on smartphone purchasing behavior was investigated in the study "The Impact of Online Digital Communication on Customer Purchasing Behavior on Smart Phone." For the study's objective, 100 individuals from all walks of life were given a questionnaire. Even though most people utilize and respect digital communication channels like the Internet, conventional media like television commercials and word-of-mouth were shown to be the most effective at drawing potential buyers to the showroom. Even though the Internet is a fantastic tool for connecting with customers, there are more significant and well-liked methods. This study aims to examine how digital marketing campaigns have affected smartphone purchasers in Peshawar.

Keywords: Digital Marketing concept, Digital marketing communication, Concept of Smart

Phone, Buying behaviour of smart phone

Introduction

The main focus of market research has been on how customers use smartphones. There is growing interest in studying smartphone user behaviour before and after a device's purchase. The study results show that the industry's regulatory focus impacts consumers' decisions to buy smartphones. Their lifestyle, motivation, and point of view all alter. As more people have developed the abilities necessary to use these resources, people's reliance on the Internet and mobile apps for information has grown significantly over the past few years. Smartphone makers are under increasing pressure to create novel new features as more people rely on internet-based digital technology as their primary method of communication. Nowadays, many automakers use the Internet as a low-cost marketing tool. Customers may now choose their favourite colour, examine their vehicles from all sides, ask questions, and schedule test drives and maintenance appointments online to personalize their vehicles further. As a result, online advertising is becoming more and more popular (**Bigne, 2005**).

The rise in the number of people with access to phones has led to an increase in curiosity. The public's complete reliance on mobile gadgets is unsettling. As a result, this study aims to look at Pakistani smartphone buyers' shopping habits. The purpose of this study is to gain a better understanding of the decision-making process and the driving forces behind smartphone purchases. The products that people choose to buy are influenced by their different lives. In addition, the consumer's social standing, job, family, and friends affect their decision-making (such as age, occupation, lifestyle, personality, and self-concept). Why do people purchase expensive smartphones when there are less expensive options? Consumers may consider a smartphone's cost, quality, brand, country of manufacture, marketing, sales, and word-of-mouth (**Fuentes, 2017**). How does a smartphone's brand name affect a buyer's choice? Why are so many different kinds of smartphones available, and why are their costs so different? How do they influence a buyer's choice in the end? Additionally, the impact of smartphone manufacturers on consumer choice is examined. A couple of these tactics are networking with network carriers and advertising.

Literature Review

Digital Marketing: The Concept

People employ the concept of digital marketing in numerous ways. Internet or online marketing, e-marketing, e-commerce, and e-business are frequently misconstrued to mean the same thing. These phrases are related yet have distinct meanings (Rowan, 2002). Internet marketing is only possible with regular web access. Internet marketing is the promotion of a company's products or services on the Internet (**Mihaela, 2015**). E-business involves the internal and external use of information technology. E-commerce is the commercial aspect, whereas e-marketing is the promotional aspect (the marketing side). E-marketing refers to advertising conducted over the Internet or other digital channels. Marketing via electronic media refers to distributing promotional information to raise awareness of a product or service (Hoge, 1993). E-marketing is defined by Rowan (2001) as "the practice of integrating all elements of the marketing mix

through electronic methods" (**Ramya, 2016**). In addition to purchasing and selling products and services, e-commerce also involves the execution of monetary transactions over the Internet.

Digital Marketing Communication

When a marketer and a buyer exchange message, marketing communication takes place (Smith & Taylor, 2004). Marketing communication includes promotional activities, introducing new products, and public service announcements (Kotler & Keller, 2012). In a well-planned sequence of events, a message leaves its source and reaches its destination (**Yamin, 2017**). Investing in and utilizing the most appropriate channel for a company's unique objectives, benefits, and communication patterns are essential to that company's success. Communication flows are often digitally dense, with internet and mobile network services being the most popular digital communication routes.

Smart Phone: An Overview

The smartphone market has expanded dramatically since IBM Simon's introduction in 1994 (**Holmes, 2014**). The first smartphone was an AT&T device called the "Phone Writer Communicator" (Sager, 2012). Before Apple introduced the iPhone in 2007, all cell phones ran on the "Symbian" platform developed by Psion. In 2008, HTC unveiled the HTC Dream, a smartphone powered by Android. After 2010, Android's popularity soared, swiftly overtaking iOS as the most popular mobile operating system. Today's smartphones include online access, media playback, a camera, email, social networking, and the ability to instal applications. Mobile phones have become vital for communication when more conventional advertising strategies fail. The industrial and agricultural revolutions resulted in the "mobile revolution."

Current and potential customers value mobile phones because they are interactive, quantitative, localized, and omnipresent. Interactive marketing enables fast responses, two-way communication, and dialogue between the marketer and the target audience. As a result, companies are increasingly using mobile phones for customer communications. The SIM Subscriber Identity Module makes it possible to find and get in touch with potential new consumers (SIM). Customers can be alerted and persuaded to make impulse buys using GPS. Through the GPS service, customers can submit customized information requests. As a result, location-based services help users find the most relevant answers to their queries. The ease of always having a phone with you has made it the most coveted piece of technology in existence right now.

Methodology

Both primary and secondary data are required for the research to be completed. One hundred people in all are enrolled in the study. The population in Peshawar from which samples are drawn comprises smartphone users. The Convenience Sample will be used as the sampling method. A questionnaire was used to gather the information. Only a descriptive research methodology was used. Only descriptive analysis was done because the data collection process was so quick.

Results

Table 1: The medium that has the greatest impact on existing smartphone owners' purchasing decisions.

S. No.	Respondents	Percentage
01	Television	16.62
02	Print Media,	15.3
03	Online Media	26.6
04	Verbal Communication	26.6
05	Others	15.00
Total		100

Discussion: Table 1 demonstrates that 16,6% of smartphone-owning respondents were largely influenced by television when purchasing. There was an increase of 15% in exposure from print media, 26% from web media, and 15% from other sources like auto shows. Most consumers indicate that cross-platform media and personal recommendations influenced their purchasing decisions. 53% of respondents to a global 2012 Accenture survey cited manufacturer websites as the most influential factor in their purchasing decisions, followed by 49% who cited social networking, 60% who cited recommendations from friends and coworkers, and 58% who cited family advice. Digital marketing communication has a positive effect on the smartphone buying decisions of customers.

Table 2: The preferred source of information for those who do not own a smart phone but aspire to purchase one.

S. No.	Respondents	Percentage
01	Television	17.85
02	Print Media,	15.73
03	Online Media	30.47
04	Verbal Communication	22.47
05	Others	13.48
Total		100

Discussion: Table 2 shows that 17.85% of those who did not own a smartphone but were interested in getting one relied on television as a source of information before making their purchase choice. About 20% of respondents favored print advertisements, 10% liked web advertisements, 15% preferred word-of-mouth and 1 in 13 selected non-traditional outlets such as auto shows. Before making a final selection, most consumers today prefer to research their purchases via the Internet or another digital medium. According to our second hypothesis (H2), most smartphone purchasers prefer to conduct online research before making a purchase decision.

Table 3: How Has Digital Marketing Communication Affected Consumer Purchasing

Behaviour

S. No.	Respondents	Percentage
01	I began spending more time on the internet.	42
02	Increased purchasing frequency.	38
03	Have developed into a brand's loyal customer.	26
04	Have developed into researchers.	48
05	Increased consumer awareness of new items and launches.	52
Total		100

Discussion: The data in the table demonstrate that digital marketing is the most effective technique for increasing customer awareness of items and new services. When this occurs, the customer assumes the role of investigator and spends more time online. Brand loyalty has become one of the least significant benefits of internet marketing for consumers.

Conclusion

This project's research team sought to determine the efficacy of online digital communication as a marketing medium within the context of the smartphone industry and, more specifically, the smart phone user segment. Customers considering the purchase of a smartphone can profit from using online digital content as their primary source of information. Specifications, features, and comparison information were also given far more effectively through internet information sources. The predictions that digital marketing communication positively influences customers and that consumers pick digital media as a source of information before purchasing a smartphone are correct. Digital communication was found to be a potent, influential, and relatively trustworthy medium, according to most users, yet, its reach in Pakistan was smaller than that of television. This is attributable to several variables, including the late onset of the Internet revolution and Pakistan's wide digital gap.

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