



## INFLUENCE OF DIGITAL MEDIA AS A MARKETING TOOL ON PURCHASING DECISION IN JAMNAGAR

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### ABSTRACT

The aim of the study is to examine the implication of digital marketing in consumer purchase decision and to find out that the consumers are aware of digital marketing and the digital channels influence in their purchase decision. The study is carried out through survey from 50 respondents. The results of the survey are analysed using chi square test. The findings revealed that customers are aware of digital marketing, and they prefer to buy electronic and shopping goods through digital channels in their purchase behaviour. The study is performed in a particular geographical area, and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. As the world is moving towards digital era, the digital channels play a vital role in the increase of sales of any firm's products. So, the present study tried to reveal the impact of digital marketing on customer purchase decision.

**Key words:** Customer Purchase Behaviour, Digital Channels, Digital Marketing

### OVERVIEW OF DIGITAL MARKETING:

Digital marketing is often referred wrongly to web marketing or internet marketing or online marketing, but honestly, it is not wholly dependent on the Internet. Digital marketing is about achieving marketing objectives by applying digital technologies & media such as Television, Radio, Internet, etc.

If you are running a business, you must do Digital marketing to acquire clients or to establish your brand. This enables the promotion of products or services through digital channels such as search engines, websites, social media, email, and mobile apps. It is like our traditional marketing but on a digital platform.

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Nowadays people spend more than 5 hours on the internet a day. Digital marketing is the easiest way to reach the mass as well as targeted audiences. Creating awareness for a new brand is much easier with Digital Marketing. Display advertising and social media advertising are the leading channels for brand development as we can connect the right audience at the right time.

### 1. **DIGITAL MEDIA IN INDIA:**

According to a report the Indian digital industry is expected to grow at 29% to reach a market size of Rs 35,809 crore by the end of 2023. It is expected to contribute 38% to the overall advertising industry in India, on par with television. Digital is one of the fastest moving topics. A few years ago, AI was a distant future, and now AI is the heart of global business and industry. Through programmatic advertising, you can use AI to automate your ad buying, which helps you narrow down your audiences.

Conversational marketing arranges a quick one-to-one connection between customers and digital marketers. Voice searches and smart speakers changing the way people use to search and optimizing your content for voice searches can create new opportunities for your business.

Digital marketing has proved to be beneficial not only for customers but also for companies. By implementing digital marketing strategies, companies can improve their productivity and decrease their expenses at the same time. It is observed that the companies who implement digital marketing have succeeded in reducing their expenses and capturing larger market base. Digital marketing has brought about many changes in the marketing techniques. It influences the buying behaviour of customers, especially youth. Social media platforms are becoming more popular among people these days. Companies use these platforms to promote their products or services.

## **LITERATURE REVIEW:**

**Tepliashin Denis** (2018) gave description about digital marketing strategies of companies in FMCG market. It was found out that there are three digital marketing tools that are the most important for the companies: social media marketing, content marketing and search engine optimization. Social Media Marketing, Search Engine Marketing and Content Marketing are the most effective and useful tools in contemporary market, and they shall be effective in a nearest future.

**Mannu Garg** conducted research to find out the role of digital marketing in consumer behaviour, to investigate the factors that cause the need for the rise in digital marketing and to analyse the consequences that digital marketing has on the sales of companies. Consumer preference is not permanent; it keeps on changing and various factors such as wide options, prices, etc have a great deal of impact on the consumer behaviour. Consumer behaviour and digital marketing are directly linked to each other. i.e., if a company has an online presence, then it will observe a positive change in its sales growth. Digital media is observed to have a positive impact on the consumer purchase behaviour. There arises a direct demand of products due to digital marketing which helps in increasing the sales of a company. The research states that proper awareness is needed among the customers regarding digital marketing and social media.

**Dr. S. Sivasankaran** conducted research to identify the factors that have a significant influence on the purchasing behaviour of the youth. The goal of the research is to identify and analyse the factors influencing youth's changing buying behaviour and its impact on digital marketing. Digital marketing has brought about tremendous modifications in the marketing industry and in the decision-making process of customers while purchasing various products. Hence, it is highly essential for marketers to adopt digital marketing to attract more customers through digital media and thus increase the firm's sales. The study reveals that youth, generally, have a huge influence on the complete family buying behaviour. It also reveals that many youngsters who have access to internet and social media do not have adequate knowledge about its proper and utmost utilization.

**Amruta Vijay Pawar (2014)** studied on the effectiveness of online marketing on integrated marketing communication. The study says that consumers rely upon more than one medium to enhance their brand related knowledge. It means that they use the combination of various sources for making final purchase decision. Along with the traditional sources, they heavily rely on modern marketing tool i.e., online advertising. Consumers do require detailed information about the brand to evaluate its strengths & weaknesses; this ample amount of information then saves their time by allowing them to make the purchase decision quickly. The study also reveals that main reason for growing importance of online marketing is the increasing literacy about internet among people. They have identified that internet is truly advantageous through which they can serve their various purposes mainly social networking, online shopping & media sharing (photo, music, video). On the other hand, they feel that online marketing is unsafe as it may lead to increase in frauds & privacy issue.

**Andrew Stephen (2015)** analysed on the role of digital and social media marketing in consumer behaviour. Consumer digital culture, response to digital advertising is highly positive, effect of digital environment on consumer behaviour, mobile environment and online word of mouth are key terms in today's world. Focus on consumer privacy issues in the context of digital marketing and social media is done and is still needed.

**Amrita Singh (2017)** studied on the impact of digital marketing on consumer behaviour. The number of internet users in the country is set to reach 450-465 million users by mid-2017. Consumers are becoming adapted to immediate accessibility and expect their brand experiences to be personalized and easy to navigate. With so many options just a click away, customers won't wait around if the brand experience is not a satisfying. The biggest change in consumer behaviour is that consumers expect a consistent and personalized experience. Consumers desire and expect personalized messaging from brands. Marketers should connect with them at the right places at right times, which involves increased real-time localization. Modern consumers are not loyal customers, they are more variety seekers. The prime change in consumer behaviour is that consumers, increasingly turn away from anything they perceive as marketing.

## **RESEARCH METHODOLOGY:**

### **INTRODUCTION:**

According to the American sociologist Earl Robert Babbie, “Research is a systematic inquiry to describe, explain, predict, and control the observed phenomenon. Research methodology is a systematic way to solve a problem. It is a science of studying how research is to be carried out. Essentially, the procedures by which researchers go about their work of describing, explaining, and predicting phenomena are called research methodology. It is also defined as the study of methods by which knowledge is gained. Its aim is to give the work plan of research.

### **STATEMENT OF PROBLEM:**

Marketing today is far from way from being traditional to digital. In Rural areas, urban area still consumer buying behaviour is studied traditionally. Here in this study efforts are made to study the impact of Digital marketing playing an important role and its impact on consumers behaviour with reference to Jamnagar.

### **RESEARCH OBJECTIVES:**

1. To analyse the importance of digital media as a marketing tool.
2. To study the awareness of digital marketing in Jamnagar
3. To analyse the influence of digital marketing in purchase decision.
4. To examine the media preference for different products.
5. To study the digital promotional strategies employed by different companies and its impact on consumer behaviour.
6. To study the digital marketing impact on customer’s perspective.

### **RESEARCH DESIGN:**

Exploratory and Descriptive Research

### **SAMPLING METHOD:**

Non-probability Convenient Sampling method is to be chosen for collection of data.

### **SAMPLE SIZE:**

100 samples are to be collected from Jamnagar.

## **DATA COLLECTION:**

Primary Data will be collected from the consumers by using questionnaires, and secondary data using different websites and search engines.

	<b>Categories</b>	<b>Percentage (%)</b>
Gender	Male	70
	Female	30
Age	< than 18 years	14
	18-25 years	12
	26-35 years	30
	36-40 years	30
	41 years and above	14
Digital Experience	Less than 5 years	33
	5-10 years	13
	11-15 years	25
	15-20 years	15
	21-25 years	4
	26 years and above	10
Digital Media used	Instagram	55
	You tube	15
	Facebook	20
	What's app	10
Frequency of usage	Once in a day	50
	Once in a week	20
	Once in a month	20
	More than once in a month	10
Effect on Purchase Decision	High	40
	Low	10
	Average	20
	No effect	30
Mode Of Payment Used	COD	30
	Credit card	40
	Debit card	10
	UPI	20

## **LIMITATIONS**

- Lack of internet and computer facilities
- Intangibility of products
- Payment insecurities
- Lack of personal touch
- Customer mentality
- After sale service is a difficult issue
- Source of confusion

## **CONCLUSION AND RECOMMENDATION**

The study is made in a particular geographical region the result of the study reveals that people aware of the digital channels in spite of their educational qualification, customers use to prefer digital channels to buy any sought of products, not much role of monthly income of people plays a role choosing a kind product buy through digital channels. Mostly people prefer shopping and electronic goods to buy through digital channels and it IS observed from the study that there is a rise in purchase of convenience goods through digital channels among people. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. The customers are satisfied with products they bought through the digital channels this is considered as a positive sign for the growth digital channels in customer purchase decision. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near future the digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. There exists a future scope to analyses the impact of digital channels on customer purchase decision for a wider geographic area to obtain more accurate results.

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