



THE EFFECT OF DIGITAL MARKETING ON PURCHASING DECISION

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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 100 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 moving towards digital era, the digital channels play vital role in 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

INTRODUCTION

The number of internet users has risen dramatically in recent years. People nowadays spend **most of** their time online (566 million Internet Users as of December 2018 - Economic Times). Telecom companies like Reliance (R-Jio) are playing an important role in this continuous transformation. There are different factors which are regularly contributing to the growth of Internet like 4G services, Technological advancements. People are preferring to buy things online, having banking services online, and watch videos online. With the ever-expanding internet, take advantage of social media. As more and more things become digital, the corporate sector is likewise becoming more

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digital. India had between 480 and 570 million internet users in year 2018. And it is projected that by the year 2023, the internet users are expected to rise to 666.4 (Source: “Statista” - an online statistic, market research and business intelligence organization). Figure 1.1: Smartphone users in India Source: Statista. (2019) Smartphone users in India. Available from: <https://www.statista.com/> (Accessed: 14th May 2019) Business organizations are also utilizing several digital channels for various processes within the organization. In this regard, the increased use of smart phones is especially important.

According to the figure 1.1 shown below, smart phone users are going to reach 2 approx. 442.5 million by 2022. (Source: “Statista” - an online statistic, market research and business intelligence portal). As a result, an increasing number of businesses are adopting digital media to promote their products or services. In this, social networking websites are playing a very crucial role. Business organizations have started relying on different digital channels such as e-mail marketing, search engine marketing and social media marketing etc. to expand their digital presence. In this way, the internet is giving businesses a new opportunity, and it can be a very important and useful platform for their various marketing activities, such as spreading information, attracting new customers, retaining existing customers, and improving or maintaining relationships with existing customers through online CRM. With an ever-increasing rate of change, social media is radically altering the marketing environment. The consumer-company relationship is shifting because of social media. People are increasingly spending most of their time online. As a result, the business sector is turning away from traditional marketing and toward digital marketing. They are now promoting or advertising their products and services through digital marketing channels. Nowadays, the Internet has opened the doors for firms to exploit incredible digital marketing chances. By using a variety of digital marketing channels, businesses cannot just share their products and services online; they can also increase the number of their customers, attract them and be able to increase their Return on Investment (ROI). Also, in the advancement of markets and technologies that are highly competitive with the use of the internet, digital marketing strategies have replaced the traditional marketing ones (Alnsour, 2018). Furthermore, digital marketing covers a vast area in the global market and includes business models that use digital technologies that reduce costs and grow businesses worldwide (Rafiq & Malik, 2018). At present, digital marketing has a more extensive scope to grow their business in the future because customers are much more satisfied

with doing online shopping and find digital marketing much safer than traditional marketing (Alzyoud, 2018).

Additionally, every year new digital marketing customers enter this section, which is a very bright chance for marketers to market their products through digital marketing as consumers bring their mobile phones everywhere to access anything anytime. Furthermore, digital marketing has been considered a new marketing method and offers new chances for firms to do business. More specifically, the mobile market is one of the wildest rising markets due to the growing number of middle-income users. It is expected to reach millions of users in the coming decades. Therefore, research on digital channel advertising will significantly influence the way business is conducted. Consequently, digital marketing is seen as a technological evolution form of marketing that offers new ideas to businesses to try. Also, Marketing activities conducted through digital channels allow marketers to connect directly with potential customers regardless of their geographical location. Furthermore, digital marketing uses channels to reach the preferred target market through several channels, including social media, websites, multimedia ads, online advertising, E-marketing, communicating marketing such as opinion polls, game augmentation, mobile marketing (Garg et al., 2021). However, marketers can conduct online surveys to obtain the information they need from customers and analyze responses and take appropriate action based on customer responses to meet their needs. Finally, this study evaluated digital marketing channels such as (E-mail Marketing, online advertising, social media marketing, and Mobile Marketing) for marketers.

Consumers are becoming more comfortable with online, living more in the digital world, so businesses need to wake up for the future of digital marketing. Furthermore, changing consumer behavior requires organizations to restructure their marketing activities in the digital space. However, digital and social media marketing influences consumer purchasing decision processes. Additionally, the consumer makes a purchase decision every day, and several factors influence the decision made by the buyer. Numerous internet applications, social media, mobile phone applications, and other digital communication channels have become part of the daily lives of various users in Jordan. Moreover, consumers have become more involved in the development of the products and services they purchase, and that has shifted control from producer to consumer. Generally, most research has been conducted on digital marketing and

consumer behavior in different countries. However, few pieces of research have been carried out to analyze the effect of Digital marketing on the consumer purchasing decision. Finally, this research describes the value of choosing digital marketing platforms (Email Marketing, online advertising, social media marketing, and Mobile Marketing) for marketers and analyzes the influence of these channels on consumer purchasing decision processes in market.

Digital marketing technology permits customers to continue to simplify firm information (Sivasan, 2017). Lately, numerous customers are utilizing the Internet to update information about their products anytime. However, most customers know how to access one's firm website, how to evaluate products, and how to purchase online and offer feedback. Although numerous research studies have been performed worldwide to evaluate customer attitudes towards products or services, this research study aims to develop the influence of digital marketing on purchasing decisions. This is significant because the number of similar studies in this field of marketing is inadequate. Finally, the results offer a better vision about how to use digital marketing as one of the influential channels to market their products.

This study aims to evaluate the influence of digital marketing on the process of purchasing decisions of consumers in the market. Furthermore, the research study will focus on four digital marketing channels (Email Marketing, Online Advertising, Social Media Marketing, and Mobile Marketing) and fill the gap of the limited research conducted on the influence of this platform on purchasing decisions in the market.

DIGITAL MARKETING STATISTICS IN INDIA

By the financial year 2024, this was expected to rise to roughly 539 billion rupees, demonstrating a significant increase in the industry area. (Statista) Figure 1.2: Market Size of India's Digital Advertising (FY 2011-2024) Source: Statista. (2019) Market Size of India's Digital Advertising. Available from: <https://www.statista.com/> (Accessed: 25th June, 2019) 3 As per the report of IMAI-Kantar ICUBE 2020 research published in Economic Times, in the next five years, the active Internet users in India is predicted to rise by 45 percent and will be reaching approx. 900 million by 2025, which were roughly 622 million in 2020. (Suginraj, 2017) with the reference of International Journal of Advance Research Foundation, has explained that India has been experiencing a golden time of digital marketing growth since 2013 and the trend is expected to continue

at least through 2020. As per a report of Statista (2020), there will be over 700 million internet users in India in the year 2020, and this is going to rise approx. 974 million users, which will indicate a large market for internet services. In fact, India was listed as the world's second-largest internet market in 2019, trailing only China. The number of internet users is expected to rise in both urban and rural areas, showing a dynamic increase in internet access. Figure 1.3: Number of Internet Users in India Source: Statista. (2021) Number of Internet Users in India. Available from: <https://www.statista.com/> (Accessed: 28th April, 2021) The vast majority of internet users in the country use their mobile phones to access the internet. Across the country, the number of smartphone users was roughly equal to the number of internet users. Some of the causes leading to India's mobile heavy internet access include the low cost of mobile data, a growing smartphone user base, and the utilitarian value of smartphones compared to desktops and tablets. Despite the country's enormous number of internet users, internet penetration levels took longer to catch up. At the same time, women in India have far fewer internet users than men, and this disparity is even more pronounced in rural areas. Similarly, due to a lack of internet literacy and technological know-how, internet usage among older people in the country is lower. India's digital footprint has enormous capacity to develop if underprivileged populations, such as women, the elderly, and rural residents are encouraged to use the internet.

LITERATURE REVIEW

1) Digital Marketing Channels

In the modern era, digital marketing has increased its importance. Consequently, to grow sales of products & services, marketers use this new form of marketing strategy. Furthermore, the development of digital marketing has changed the way brands and businesses use digital technologies and channels for marketing activities (Rai, 2018). Therefore, digital marketing campaigns are becoming more predominant and efficient as digital platforms are progressively integrated into marketing plans and daily life, and people use digital devices instead of going to physical stores (Maha & Ranj, 2016). In addition, Digital marketing is an electronic communication channel used by marketers to support products and services towards the market. Specifically, digital marketing is defined as the sale and purchase of information, products, and services through a computer or

internet network (Rao & Ratnamadhuri., 2018). Finally, digital marketing aids marketers to reach their products for users through several channels such as E-Mail Marketing, online advertising, Social Media Marketing, Mobile marketing, etc.

2) E-Mail Marketing

E-mail marketing is one of the digital marketing methods used to distribute orders or target letters to the same individuals at a suitable time. With Email, businesses can send emails that meet customers' needs (Ugonna et al., 2017). Besides, Email marketing is a type of direct marketing that uses email to message or communicate promoting funds to connect audiences (Lodhi, & Shoaib, 2017). In its widest logic, email marketing can be considered for every email sent to potential or existing consumers (Rai, 2018). E-mail is an essential form of communication within marketing tools where businesses can connect brand value suggestions to the preferred target audience. Moreover, consumers also connect their needs upstream to the businesses via E-mail (Reimers et al., 2016). To ensure the impact of email marketing, email letters are personalized to receive positive advertising messages. Nevertheless, understanding the needs, time, and interesting letters based on consumer preferences can help raise a positive attitude towards email ads that remind of challenges to practitioners (Bokde & Seshan, 2019).

3) Online Advertising

Online advertising is a form of promotion that convinces customers to make purchasing decisions and provides information to the audience. When the information is offered in a pleasant context, the information is easily accepted (Mishra & Mahalik, 2017). Also, online advertising marketing is a strategy that utilizes the Internet to get website traffic and deliver marketing letters to the right potential consumers (Budiman, 2021). The most significant advantage of online advertising is the promotion of products without geographical borders (Khan & Islam, 2017). Thus, online advertising is a very vital portion of digital marketing. It is similarly called internet advertising, through which firms can distribute letters about products or services. The reason is that online advertising can

seizure the chance to reach their users through numerous online platforms, to give awareness of their products, and to increase their sales in the future (Dhore & Godbole, 2019). Moreover, online advertising is supple and makes it easy for firms to update their products, services, and information (Lim et al., 2011; Afzal & Khan, 2015). On the other hand, due to the variety of products and services, growing consumer's desires and demands, manufacturers need faster and effective ways to achieve customer's loyalty (Aqsa & Kartini, 2015). Finally, online advertising's effectiveness in purchasing decisions is fairly used to online advertising with a positive attitude towards online advertising. In this study, the Internet has developed in acknowledgment as an advertising platform as it enables 24-hour interactivity between advertisers and users.

4) Social Media Marketing

Social media marketing is a new tendency and a fast- growing method to reach targeted consumers effortlessly and efficiently. Additionally, Social media marketing can be modestly defined as using social media channels to encourage a business and its products (Bansal et al., 2014). This type of marketing can be considered as a subset of online marketing activities that complement traditional Web- based promotional strategies, for example, email newsletters and online advertising campaigns (Omar & Atteya, 2020). Thus, with this new outreach and marketing approach, new channels are being established and enhanced for businesses.

Social media marketers are now getting better and more impact insights by introducing analytics applications by the official social networking website platform (Nur, 2021). Finally, social media indicates any software channel that allows and encourages engagement in discussions. Thus, general forms of social media comprise Facebook, Twitter, LinkedIn, and YouTube. At present, social media is a platform for marketers to have conversations with consumers. Furthermore, a brand is now attracting consumers through social media (Budiman, 2021). Finally, Kaplan and Haenlein (2010) find that social media is a group of Internet-based applications constructed on top of ideology and basics of web 2.0 technology and enables creating and exchanging content. Social media also explored websites and applications designed to permit customers to share content rapidly, efficiently, and in real-time.

5) Mobile Marketing

Mobile marketing is considered one of the latest and most important digital marketing channels. Therefore, mobile marketing today is the broadest, fastest, cheapest, and most actual marketing channel where users can learn information and features of attractive goods easily with the possibility of completing the buying & selling process without the need for the buyer to go to the place of goods (Alam et al., 2015). Specifically, Mobile marketing provides access to consumers to know their benefits and needs and influence their purchasing decisions (Tiffany et al., 2018). On the otherhand, Mobile Marketing is a group of practices that allow firms to communicate and interact with their audiences interactively and relevantly through any device or mobile network (Mohamed et al., 2016). Finally, Mobile marketing has emerged as one of the exciting interactive communication mode channels between firms and customers. Messages through such media affect their decision to buy.

6) Purchasing Decision

After evaluating alternatives, purchasing decisions are the next step in the consumer decision-making process. Currently, consumers gain preference between brands, products/services being considered and intend to purchase the brand of choice (Stefan, 2019). Furthermore, Purchase decisions have been influenced by previous stages of the decision-making process, but marketers still can affect consumers who are already at the purchasing stage (Iblasi et al., 2016). At this level, marketers should provide their consumers with their products and ensure that the purchasing process is easy and convenient for consumers (Bui et al., 2021). By using digital technology, digital marketing channels such as email marketing, social media, online advertising, and mobile services can improve the consumer spending experience at the purchase level by making ordering, purchasing, and payment of products easier to save customers' time and money (Qazzafi, 2019). Finally, note that while buyers may have gone through all the steps carefully, purchasing decisions often depend on the accessibility of store management influences.

7) Research Hypotheses

The following hypotheses were improved and derived from the following literature reviews and theories:

H1: There is a significant and positive effect of email marketing on the Purchase Decision.

H2: There is a significant and positive effect of Online advertising on the Purchase Decision.

H3: There is a significant and positive effect of social media marketing on the Purchase Decision.

H4: There is a significant and positive effect of Mobile marketing on the Purchase Decision.

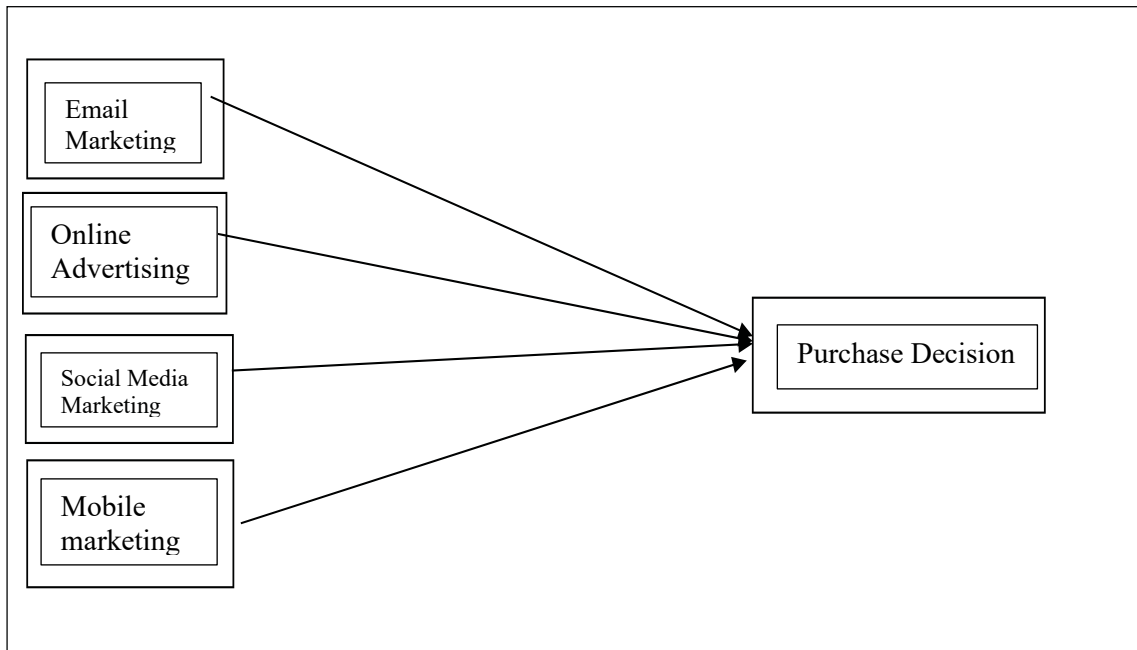
8) Research Framework

Hence, based on the above arguments, the conceptual framework below clarifies the influence of the digital marketing channels on purchase decisions. The digital marketing channel platforms, namely email marketing, social media, online advertising, and mobile marketing, were the independent variable. In contrast, the consumer purchase decision, which was the dependent variable analyzed on the following constructs: product select, and brand select. Finally, Figure 1 represents the conceptual framework.

METHODOLOGY

In this part, the researcher will demonstrate the empirical research method needed to analyze purchase decisions among the consumers. In addition to this, to meet the objectives of this research, the correlation between independent and dependent variables will be analyzed using the statistical methods mentioned below. So, this study used quantitative methodology and assessed the impact between the variables and the behavioral gap of the Purchase decision.

Figure 1: Research Model



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 a 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 behavior 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 behavior.

RESEARCH OBJECTIVES

1. To examine the importance of digital media as a marketing tool.

2. To study the awareness of digital marketing among customers.
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.

	Categories	Percentage (%)
Gender	Male	60
	Female	40
Age	< than 18 years	12
	18-25 years	14
	26-35 years	40
	36-40 years	20
	41 years and above	14
Digital Experience	Less than 5 years	13
	5-10 years	33
	11-15 years	15

	15-20 years	25
	21-25 years	7
	26 years and above	7
Digital Media used	Instagram	60
	You tube	10
	Facebook	15
	What's app	15
Frequency of usage	Once in a day	40
	Once in a week	30
	Once in a month	20
	More than once in a month	10
Effect on Purchase Decision	High	40
	Low	10
	Average	30
	No effect	20
Mode Of Payment Used	COD	40
	Credit card	30
	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

This study evaluates digital marketing channels (Email Marketing, Online advertising, social media marketing, and Mobile Marketing) for marketers. The researcher performed the study through online questionnaires. The results of this study demonstrated that the four independent factors positively affect student purchase decisions. Among the four digital marketing tools representing independent factors in this study, targeting is the most important factor in the purchasing decision. Moreover, email marketing as a digital marketing channel is the most negligible influential factor in student purchasing decisions.

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