

# ROLE OF DIGITIZATION ON CONSUMER BUYING BEHAVIOR –A STUDY

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**Abstract-***The propose of the study is to look over the implication of digital marketing in consumer purchase decision and to discover the awareness of consumers about digital marketing and the influence of digital channels in their purchase decision. The study is carried out through survey method. The results of the survey are analyzed using chi square test. The findings revealed that customers are aware of digital marketing and they prefer to make purchase decisions using digital channels. As the world moving towards digital era, the digital channels plays vital role in increase of sales of any firm's products. So the present study made an attempt to reveal the impact of digitalization on customer purchase decision.*

**Keywords:** *Consumer Purchase Behavior, Digital Channels, Digital Marketing.*

## **Introduction:**

American Marketing Association defined marketing is the motion, set of association and processes for create, communicate, deliver and exchange aid that have value for customers, clients, allies, and society at large. Though promotion can be made through many ways, but it's necessary to satisfy the objectives of the organization by minimize the expenses.

Digital marketing is the use of the channels in order to reach the desired target market through social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing. Digital marketing has been considered a new form of marketing and provided new opportunities for companies to do businesses. Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Hence, with the attention is being paid to the use of the digital channels as a means of effectively advertising to consumers. While considering digital channels, the recent development is mobile marketing. Indian mobile market is one of the fastest growing markets due to the increase in the number of middle-income consumers, and is forecasted to attain millions of users in the upcoming decade. Thus, research on digital channel advertising would impact greatly on the way business is done. The development and widespread use of internet technologies have transformed the way society communicates both in their daily and professional life. One of the for the most part important indicators of this transformation is emergence of new communication tools. New communication tools emerging with the development of technologies are called "digital marketing". When we talk about digital channels, what comes to intellect are Face book, Twitter, Instagram and similar social networks that are used online and virtual platforms like web sites, micro blogs and search engines. With the advent of new communication to customers with digital channels, already available communication tools are now fetching to be called as "traditional communication tools". Traditional communication tools are print, visual and audio communication tools.

## **Review of Literature:**

Thirty papers considered for literature review to gain knowledge about digital marketing, from that 10 papers eliminated from consideration due to insufficient information for the concern study. Elisabetaloo et al., (2014) studied the impact of social media on consumer behaviour with 116 respondents through structured questionnaire. His findings revealed that social media has impact on

behaviour changes of consumers. Antoine camarre et al.,(2012) discussed in his article about the future direction of mobile marketing in various areas.(Roger strom et al.,) discussed that mobile marketing can increase value for consumers and also retailers. Basheer et al.,(2010)examined the impact of SMS advertising on consumer attitude and purchase intentions. His findings revealed that there exist a positive relationship between perceived usefulness of advertisement and purchase intention. SadiaAfzal et al.,(2015) discussed in his paper the impact of online and conventional advertisement on consumer buying behaviour of branded garments results revealed that quality, design, content of advertisement, loyalty of consumer towards brand and previous buying experience of consumer are significant factors which influence consumer buying behaviour. Joseph Montoya et al.,(2009) studied switching cost and its relationship with customer retention, loyalty and satisfaction and found that switching cost has significant effect on customer retention. Fusun CIZMECI et al., (2015) investigated the impact of digital marketing tools on brand awareness generation among housing companies. Under this study theoretical framework was drawn for usage of trends in digital marketing.

Based on the review made it's apparent that there is a change in trend of the shopping behaviour of the consumers because of the emergence of digital marketing. Hence the study focuses towards measure the level of awareness of consumers about digital marketing and the impact of the digital channels on their purchase decision.

### **Objectives of the Study:**

- 1.To study the level of awareness of digital marketing in Hyderabad.
- 2.To investigate the impact of digital marketing in purchase decision.
- 3.To examine the type of products bought through digital channels.

### **Scope of the Study:**

The suggestion from the study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

### **Research Methodology:**

#### *Research Design*

The study carried out with both primary and secondary data. The primary data was collected through structured questionnaire from samples of 100 respondents from Hyderabad. The samples have been considered by using convenient sampling method was validated and took it for further analysis. Secondary data is also being collected from articles, journals etc. Chi-square test is used to analyze the data. The research design clearly examines the impact of digital marketing in the consumer buying decision. The study also focused on examining the intension of the customers to make utilize of the digital marketing channels in their buying decision and also to analyses that what kind of products that they should buy make use of digital marketing more preferably.

#### *Research Approach*

For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self after explaining the various aspects mentioned in it. It contained both open and closed ended questions in a structured format.

#### *Research Instrument*

Data was collected through structured questionnaire by using non comparative scaling technique likert scaling is used in the questionnaire. It has been classified into two parts explain the awareness of digital marketing and it influences over the customer buying decision the impact of digital marketing can be studied through analyzing the collected data. Secondary data were collected Journal, Case Studies, web sites, E-book, etc.

**Data Analysis and Interpretation:**

TABLE 1: AGE OF THE RESPONDENTS

S.No.	Age of the Respondents	Number of Respondents	Percentage
1	Below 30	29	29
2	31-40	35	35
3	41-50	25	25
4	Above 50	11	11
5	Total	100	100

TABLE 2: GENDER OF THE RESPONDENTS

S.No.	Gender of the Respondents	Number of Respondents	Percentage
1	Male	63	63
2	Female	37	37
3	Total	100	100

TABLE 3: MARITAL STATUS OF THE RESPONDENTS

S.No.	Marital status of the Respondents	Number of Respondents	Percentage
1	Married	68	68
2	Unmarried	32	32
3	Total	180	100

TABLE 4: LEVEL OF EDUCATION OF THE RESPONDENTS

S.No.	Level of education of the Respondents	Number of Respondents	Percentage
1	School	16	16
2	Graduation	54	54
3	Post-graduation	30	30
4	Total	100	100

TABLE 5: MODE OF EMPLOYMENT OF THE RESPONDENTS

S.No.	Occupation	Number of Respondents	Percentage
1	Students	11	11
2	Employees	55	55
3	Housewives	34	34
4	Total	100	100

TABLE 6: LEVEL OF HOUSE HOLD INCOME OF THE RESPONDENTS

S.No.	Level of household income of the Respondents	Number of Respondents	Percentage
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1	Less than Rs.200000	35	35
2	Rs.200001 - 300000	21	21
3	300001 - 400000	19	19
4	Above400000	25	25
5	Total	100	100

TABLE7: GENDER AND EFFECT OF DIGITALIZATION MARKETING

Gender	Highly Satisfied	Satisfied	Dissatisfied	Total
Male	35	21	7	63
Female	23	8	6	37
Total	58	29	13	100

**Ho:** “There is no significant relationship between gender and effect digital marketing towards the purchase decision.”

Factor	Calculated Chi-Square	Table Value @5% level of Significance	Degree of Freedom	Null hypothesis Accepted/ Rejected
Gender	13.79	5.991	2	Rejected

The above table shows that the calculated value (13.79) of chi square test is more than the table value (5.991), the null hypothesis is rejected. Hence there is significant effect of digital marketing between the respondents Gender towards purchase decision.

TABLE8: EDUCATION AND EFFECT OF DIGITALIZATION MARKETING

Education	Highly Satisfied	Satisfied	Dissatisfied	Total
School	9	4	3	16
Graduation	45	2	7	54
Post-graduation	21	5	4	30
Total	75	11	14	100

**Ho:** “There is no significant effect of digital marketing between the respondents educational qualification towards the purchase decision.”

Factor	Calculated Chi-Square	Table Value @5% level of Significance	Degree of Freedom	Null hypothesis Accepted/ Rejected
Education Qualification	17.999	9.488	4	Rejected

The above table shows that the calculated value (17.999) of chi square test is greater than the table

value (9.488), the null hypothesis is rejected. Hence it is inferred that educational qualification does have influence digital marketing. Hence there is a significant impact between digital marketing and the respondents’ educational qualifications towards the purchase decision.

TABLE9: OCCUPATION AND EFFECT OF DIGITALIZATION MARKETING

Occupation	Highly Satisfied	Satisfied	Dissatisfied	Total
Student	6	3	2	11
Employee	45	7	3	55
Housewife	25	4	5	34
Total	76	14	10	100

**Ho:** “There is no significant impact of digital marketing between the respondents’ occupational status towards the purchase decision.”

\Factor	Calculated Chi-Square	Table Value @5% level of Significance	Degree of Freedom	Null hypothesis Accepted/ Rejected
Occupation	3.6122	9.488	4	Accepted

The above table shows that the calculated value (3.6122) of chi square test is less than the table value (9.488), the null hypothesis is accepted. Hence it is inferred that Occupational Status does not influence with digital marketing. Hence there is no significant relationship between effect of digital marketing and the respondents’ occupational status towards the purchase decision.

**Findings:**

This study reveals that people are aware of digital channels irrespective of their occupation. The customer prefers digital channels to purchase the products. By analyzing the collected data from the respondents it is found out that there is a significant relationship between education qualification and awareness levels. The study also reveals that there is not much role of monthly income of the people associated with the kind of products they wish to buy preferring digital channel.

**Conclusion and Recommendation:**

The study is made in a particular geographical region the results of the study reveals that people aware of the digital channels irrespective of their occupation and monthly income, customers use to prefer digital channels to buy any sought of products, no 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 its came to known 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 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. As mentioned earlier this study made in particular region accurate results on the variables could not be able to obtain. 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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