IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOUR OF COIMBATORE DISTRICT

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ABSTRACT
The study analyzed the effects on consumer buying and the gender impact on consumer behavior of digital marketing and demographic impact on consumer's behavior. Study Methodology is exploratory analysis using a questionnaire for primary research. In particular, the results indicate that customer's purchasing decisions do not specifically impact traditional advertising and social media applications. The intention to buy may actually be real purchases, so consumer's buying intentions have to be improved. These can be caused by ads and influenced by them to buy products rather than previous purchases. The research would allow businesses to understand not just what they expect from advertisements but also what advertisement modes and advertisement features are to be used to advertise. Therefore, designers and advertisers can strengthen their approach by recognizing customer attitudes towards ads. A greater understanding of interactivity can also lead to enhancing the usefulness of social media like the Internet.
Keywords: **Digital Marketing, Consumer buying behavior**

INTRODUCTION
The term "digital" has become a buzzword in today's business world. We cannot deny that the word "digital" has impacted every person on the earth. People are continually exposed to more complicated and intelligent technology in their daily lives - at home, at work, anywhere, anytime - ranging from PC desktops, tablets, and smart phones to robots. At the same time, we are more connected than ever before, thanks to a wide range of communication channels accessible for personal communication, advertising, sharing, social networking, and even learning. We can see how this phenomenon influences how businesses are conducted and how individuals behave due to it. It is said that Internet marketing first began in the beginning of 1990 with just text based websites which offered product information. With growth in internet, it is not just selling products alone, but in addition to this, information about products, advertising space, software programs, auctions, stock trading and matchmaking. A few companies have revolutionized the way; internet can be used for marketing, such as Google.com, Yahoo.com, Amazon.com, Alibaba.com and Youtube.com. This paper offers views on some current and future trends in internet marketing.

Statement of the Problem
Today research would become obsolete for tomorrow in emerging science and technology. Consumers' preferences and taste are also rapidly changing. It is challenging for advertisers to satisfy customers ' changing needs. Such changes to customers' standards for a multitude of causes, but one of the key factors are that purchasing pattern is changing. Alterations in behavior within various age groups are seen. The buying behavior of the young generation does not only affect their purchasing behavior, it also influences the family's purchasing activity. As a marketer, the changing desires of the customer must be considered and the products and services should be generated accordingly. The present study attempts to overcome this limitation by understanding consumer demographic profile in detail and trying to detect key client segments for marketers.

Objectives of the Study
1. To measure the digital Marketing preferences and usefulness among the customers.

2. To understand the online consumer's level of satisfaction.
3. To analyse the influence of frequency of virtual adds on purchasing decisions
of consumers.

RESEARCH METHODOLOGY

Sample Design

The researcher has analyzed in this review as an investigator "Influence of Digital Marketing on Buying Behaviour of Consumers in Coimbatore district". This analysis is comprehensive. Research study describes the buying patterns of consumers. The study undertakes a cross sectional observations of the research variables in question.

Sample Size

In this analytical report, 150 participants are supposed to study "Influence of online advertising on purchasing Behavior of customers in Coimbatore district". Since the primary centre of this report is on impact of digital buying, only digital savvy respondents are considered.

Sources of Data

The researchers had to rely on both primary and secondary information to fulfil the purpose of the research. The primary data is what is obtained for the very first time and is thus pure in objectivity.

Digital Marketing versus Traditional Marketing

✓ The marketing campaign through the use of media is one of the most important promotions. The strengths and weaknesses in any marketing medium are their own. TV and newspaper advertisement is only common for people in a specific region of ads. Nonetheless, advertisements are distributed around the world on the Web. Year after year, online marketing has taken over more and more people.

✓ The Internet is, however, a medium to be used. Encourages and communicates with customers outside the goals of the AIDA model. The Internet is a business platform capable of multifunctional advertisement, sales, information exchanges, and after-sales service.

✓ The Internet is a network. If the knowledge today is overwhelmed, you agree to embrace what you want and quickly ignore the rest to transfer to the next thing. This is because Internet users build an immense amount of self-awareness. Not only do they navigate the web, but they also use it. This makes the internet both pull and push medium a distinction for the dissemination of information. With traditional ads the Internet has allowed advertisers to target their customers precisely, which is not possible. Also, the Internet offers a timely solution for marketers to delete ineffectual advertisements by "content is checking," a problem that consumes a great deal of energy, time, and expense in media such as television and radio.

✓ Media industries such as television, video players, VCRs, laptops, smart phones, handheld devices, iPods, MP3 players, and DVRs have been replaced. Such innovations have become foundations of global, simpler, and more daily contact for people. Technology provides people with many advantages to establish social connections that are difficult to construct personally. The accessibility of the internet through mobile and wireless device enables people to increase their information quickly and easily. The most important development is the segmentation of the media audience through new technologies.

✓ Compared to traditional communication, which relied on a top-down or a large number of communication processes, consumers are more motivated. TV commercials reveal goods whether or not viewers are involved. Advertisers and customers involved do not suit or exceed too well in line with the timing. Product advertising ads are analyzed and product recommendations are made. "On time," instead.

✓ The power has shifted from advertiser to the user in the case of the internet. On the Internet, customers have greater influence than advertisers. On the other hand, television commercials often end with a viewer asking for more detail on the company website. Barcodes are now starting to be used in printed ads. The bar codes can be checked by phones and computers, and viewers can be

sent to the company websites. Publicity is starting to move audiences from conventional to online media.

✓ The downside of online ads is that it can be targeted even better than a TV commercial can be. When some basic demographic information about the consumer can be tracked through the web, it gives marketers a choice for advertising purposes. This means that advertisers probably pay that much for an internet site than for TV ads. The Web also encourages people to take part in modifying the conceptual features that has never existed before for conventional advertising. Also, internet users can choose whether or not to click on the banner ads and can determine whether or not to access pages on the website. In comparison, web advertisement is less than conventional media advertising.

✓ The marketing expense is not only smaller, but also larger target markets and geographical areas can be targeted by online advertising relative to conventional ads. About the communication, advertisers can deliver online advertisements in innovative ways by producing ads with enticing animations rather than words, making it easier for customers to capture attention and enabling them to experience online advertising even more than conventional advertising outlets.

DATA ANALYSIS AND INTERPRETATION

Table-1
Distribution of Respondents by their Age bracket

Age	Frequency	Percent
Below 25Years	263	13
26-35Years	732	37
36-45Years	790	40
Above45Years	203	10
Total	1998	100

Source: Primary Data

From the table above, 40% of the participants were between 36-45 years old were the majority, those of the age above 45 years with 10%, those with ages between 26-35 years were 37%, and those with ages below 25 years were 13%. This implies a major population of the participants was between 36-45 years old.

Table- 2
Gender of the respondents

Gender	Frequency	Percent(%)
Male	1474	74
Female	524	26
Total	1998	100

Source: Primary Data

The objective of the research was to find the sex. The results indicate that the majorityof those (74.0%) were male, while the rest(26.0%) were female.It includes thedistribution of gender in the sample. The above table shows the gender distribution ofinterviewees.

TABLE -3
CROSS TABULATIONS OF RESPONDENTS ON THE BASIS OF HOUR SPEND ONLINE ANDLOCATION

The study sought to investigate the hours spend online as per the area of residence ofthe respondents. The results of the cross tabulations are as shown below.

		Residence		
		Urban	Semi-Urban	Rural
How many hours per day doyouspend online?	Less than1hour	8	15	3
	1 to 5 hours	176	260	109
	6 to 10 hours	789	334	178
	11 to 15 hours	30	30	33
	16to 20 hours	12	10	5
	Morethan20hours	5	1	0
Total		1020	650	328

Source: Primary Data

Based on the findings, a total of 789 respondents residing in the urban area of Bangalore indicated that they spend about 6-10 hours online, majority of respondents living in the semi-urban and rural area of Bangalore indicated that they also spend about 6-10 hours online. Respondents in urban, semi-urban and rural also indicated that they spent about 1-5 hours online as shown by 176 ,260 and 109 respectively.16-20 hours per week in all area of residence recorded less number of respondents as well as morethan20 hours and less than an hour per week as shown in the above table.

Table-4

Most Recent Online Purchase

The study sought to investigate the most recent online purchase of the respondents.

		Frequency	Percent
Valid	Apparels andAccessories	763	38.2
	Books	23	1.2
	Cosmetics	84	4.2
	Electronic Gadgets(Mobile,Camera,Laptops)	343	17.2
	Flight/RailTickets	365	18.3
	Medicines	29	1.5
	Movie/ConcertTickets	374	18.7
Missing	System	17	.9

Total		1998	100.0

Source: Primary Data

From the study, 38.2% of the respondents indicated that Apparels and accessories hasbeen their most recent purchase online,18.7% of the respondents indicated that theyhadbeenbuyingmovies/concertticketsonline,18.3%oftherespondentsboughtflight/rail tickets online,17.2% of the respondents also indicated that they have beenbuying Electronic, Gadgets(Mobile,Camera,Laptops)onlinerecently,4.2% oftherespondentsindicatedthattheyhavebeenbuyingcosmeticsonline,1.5%oftherespondentsalsoindicatedthatthey havebeenbuying Medicinesonline recently,while 1.2% of the remaining respondents indicated that they have been buying Books. This shows that most respondents shops online to respond effectively.

The above information was also presented in the figure below;

T-Test for Coefficients
Table 5: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations		
		B	Std.Error	Beta			Zero-order	Partial	Part
1	(Constant)	-.011	.185		-.061	.952			
	Convenience	.277	.174	.271	1.592	.124	.743	.298	.143
	WebsiteDesign/Features	0.30	.144	-.031	-.208	.837	.615	-.041	-.019
	Time Saving	.137	.123	.138	1.117	.274	.490	.214	.101
	Security	.620	.154	.620	4.031	.000	.870	.620	.363

Where:x1=Convenience;x2=WebsiteDesign/Features;x3=Timesaving,x4=Security

Using a significance level of 5%, any variable having a significant value greater than5% is not statistically significant. These are convenience, website design/Features andTime saving. OnlySecurityis statisticallysignificant (0%).This means that for every unit increase in measure of Security, the measure of Onlineshoppingincreases by0.62 units.

Major Finding of the study

The research intends to analyze the demographic portfolio of customers using digital channels of communication, the most recommended internet communication channels, their sense of entitlement to online marketing communication, the effect of internet marketing interaction on the process of buying consumers and the factors that marketers in India could use to efficiently use their brand. The following section contains descriptions of the study's findings.

Demographic findings

• As per the findings, a major portion of the participants (74.0%) were of the masculine gender while the rest (26.0%) were female. This implies that there is gender distribution in the study.

- 51.1% of the respondents indicated that they resided in the urban sectors in Coimbatore district, 32.5% of the respondents indicated that they lived in the semiurban part of Bangalore while 16.4 % of the respondents lived in the rural urban part of Coimbatore district.

- Majority of the participants mentioned that they were graduates 56%, 28% of the participants notified that they were post-graduates, 2% of the participants notified that they held a PhD, while 13% of the remaining participants held other professional certificates.

- 32.5% of the participants mentioned that they had been spending upwards of 20 hours a week online to research products ,25.5% of the responden5s indicated that they spend about 1-5 hours per week online to research products, another 21.8% of the respondents indicated that they had been spending about 16-20 hours per week,11.7 % of the respondents indicated that they had been spending about 11-15 hours per week online,6.2% of the respondents spends about 6-10 hrs per week., while 2.3% of the remaining respondents spends less than a hour in a week online.

- 68.4% of the respondents indicated that they strongly agreed that Website Make obtainable and provide Sufficient Product Information and Explanation was a main factor to consider when shopping online. 24.4% of the respondents indicated that they slightly agreed that Website Make obtainable and provide Sufficient Product Information and Explanation was important aspect to consider in online shopping,6.5% of the respondents remained neutral Website Make obtainable and provide Sufficient Product Information and Explanation as a factor affecting online shopping.

Suggestions of the Study

The main recommendation is for businesses to be represented on a wide spectrum of digital platforms and in the digital environment. When businesses are not present in the digital world, it will be a challenge to make them important to their industry.

Therefore, companies need to consider and coordinate their marketing posts with customers through digital and conventional marketing platforms, the various knowledge sources that customers use.

The very next suggestion is that businesses consider how the cycle of customer decision-making influenced digital marketing. During the problem recognition phase, businesses must market and place their products as problem solvers to the demands of consumer because consumers have easy access to the digital environment. Digital content must draw the customer's attention.

The customer is willing to make the purchase in the buying decision stage. Businesses must ensure that the consumer purchases, online or in-store, are carried out smoothly. The product must be available and the check-out process must provide the customer with a friendly experience.

Conclusion

India is the world's second biggest web user base. Online trading has given rise to e-tailing and revolutionized the conventional way of purchasing and selling goods and services. Online business is the fastest growing e-commerce industry. The advent of the mobile age and 4G technology has powered the internet in the world. In addition, internet connected smartphones are the main means of internet access. In India, internet access is mainly used for social networking websites. Online marketing on social networking websites is a new online marketing tool, whose effect is so significant that it can be considered a separate phenomenon. The intention to purchase can actually become actual purchases, hence the purchase intention of consumers need to be improved which can be caused by advertising and influenced by them to purchase products rather than their previous purchases. Moreover, an important driver of purchasing decision was found to be the attitude. These findings show that it is not only important for advertisers to choose the type of media on which they have depended for their clients, but also to take account of the customer's attitude.

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