



The impact of digital marketing on consumer buying behaviour on electronic goods in Coimbatore city

Dr. M R Chandrasekar¹, S D Janani²

¹ Ph.D., Assistant Professor, Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore, Tamil Nadu, India

² Department of Commerce, Dr. N.G.P Arts and Science College, Coimbatore, Tamil Nadu, India

Abstract

The present study has empirically investigated the impact of digital marketing on consumer buying behaviour of electronic goods in Coimbatore city. The consumer have to consume various products in their day - to -day life. Electronic products became essential in everyone's life. without electronics humans can't do a simple task in their life like washing, cooking, bathing etc. The usage of products depends upon their needs and wants. There are variety of electronic products in the market. The selection and purchase of the products depends upon the different behaviour which includes over time, variability of information from various sources, their preference to the particular product, their utility etc. The use of digital marketing in purchasing the electronic product is also an important factor in purchasing electronic product. The study was undertaken to find out the buying behaviour of consumers in electronic goods in Coimbatore city. The research design of this study is descriptive research. The sample size was 125. Both primary and secondary data are collected for the study.

Keywords: Electronic goods, consumer satisfaction, digital marketing, usage, products, digital marketing channels and buying behaviour

Introduction

Buyer behaviour is a study of how individuals make decision to spend their available resources (time, money and effort) on consumption related items (what they buy, why they buy, when they buy, Where they buy, How often they buy and use a product or service). Consumers have different tastes, likes, dislikes and adopt different pattern while making purchase of articles. Moreover, today world is operated in a rapidly change in consumers change and preferences. To meet these fast changes a firm has to constantly engage in innovations and understand the consumers need and wants then and there. Consumer behavior aspects including frequency of purchase, decision or brands, buying motives, shopping behaviour of consumer and utility of the products provide scope for the manufacturers to understand the taste and preferences of the consumers and accordingly used enable them to manufacture articles to consumers satisfaction. With the increasing disposable income population, their per capita consumption of electronic goods and other products is increasing. They are desirous of improving their standard of living with the hygienic and reasonably highquality products and get ride of the spurious and sub- standard products being supplied to them. They deserve quality products, correct information about a product and a door step delivery. It is remarked that the markets were developed not because of the initiatives of Indian marketers but the "PULL" from the consumers consuming system itself. The introduction of. The dependency of people on these techie products has reached at such level that, without these, they can't think a step forward in the direction of their growth. This dependency of people on e-products is leading to addiction of the technological devices. It is observed that teenagers are the most vulnerable group among the population to be addicted to technology.

Objectives of the study

- To study factors which influence the "consumer buying behaviour" towards electronic goods.
- To measure the impact of digital marketing towards electronic goods
- To analyse the consumers are aware of digital marketing and the channels influence in their purchase decision.

Statement of the problem

There are millions of people online any time and they are all potential consumer in online market. Gadgets become absolute over a period of time and new technological advancements take place. Electronic goods are one of the common products used by the consumers. An understanding of the purchase behaviour of a consumer is an essential aspect as it reflects the influence of brands, purchase timing, buyer and consumer type on the purchase of a particular durable. This insight helps the company to take steps to maintain loyalty of current customer and also new customer. Despite the importance of digital marketing to the performance of an organization, it still has its drawback. They feel that there are high risks of fraud and hoax in online business. Since its new concept people are still not totally used to it because of which they feel uncomfortable shopping online. They feel that the product would be tampered with and the quality wouldn't be same. Trust issues are among the most cited issues that bedevils the use of digital marketing. Hence it is important to know the buying behaviour of consumers on electronic goods and how digital marketing influences one purchase decisions. Once the company understand the requirement of the consumer, they can create a plan of action and they can develop their business successfully.

Need of the study

In today's modern world without electronic products the humans can't do to anything, literally the day starts with the coffee making machine and ends with the mobile phones before sleeping. Electronic goods play a vital role in every human's life. Buying behaviour of consumers in electronic goods is essential for the companies. Better the company understands the behaviour of consumer they better produce the electronic goods and sell them. They can avoid the unnecessary electronic goods which is not suitable for the consumers taste and they can provide with the comfortable and suitable electronic goods. Its also helps the companies to fight with the competition in the market.

Research methodology

Methodology in research is defined as the systematic method to resolve a research problem through data gathering using various techniques, providing an interpretation of data gathered and drawing conclusions about the research data.

Research Design: The research design is simply the framework or the plan for a study is used to guide in collecting and analysing the data. It is descriptive in nature. It is a blueprint that is followed in completing the study.

Area of the study: The study is undertaken in Coimbatore city.

Sampling techniques: Convenience sampling technique is used for the study.

Sample size: A sample size for the study is 125 respondents.

Sources of data

1. Primary data

Primary data are those which are directly collected by the researcher or through investigator or enumerator for his purpose in first time. The primary data are original in character. Primary data is collected through the questionnaire.

2. Secondary data

The secondary data are those data, which have already been collected and published or compiled for another purpose of the study. It includes not only published records and reports but also unpublished records. Secondary data require for the study have been gathered from internet, newspaper, articles, magazines etc...

Limitation of the study

- The study was collected within the Coimbatore city.
- The study was conducted within a limited period of time.
- The sample size is limited to 125
- The response of the respondents could be bias.

Review of literature

Omkar Dastane (2020) [2] This study investigated the impact of digital marketing on the online purchase intention of e-commerce consumers in Malaysia. In addition, the mediating effect of consumer relationship management

(CRM) between digital marketing and online purchase intention was also accessed because previous researchers have not detailed the mediating effect.

H.C. Pham (2021) [3] – the main purpose of this study is to determine the relationship the variables influencing the consumer buying behaviour. the study finds that the constructs representing antecedents of consumer buying behaviour such as country of origin, cultural and environmental factors, in-store promotion and handling and personal factors have a significant impact on consumer buying behaviour.

Mehneti-Bajrami, Fidan Qerimi and Arberesha (2022) [4] They conducted the study on the impact of digital marketing and traditional marketing on consumer buying behaviour. They measure the impact of digital marketing and traditional marketing on consumer buying behaviour by analyzing their motives and reasons related to the orientation and purchase of products and services through social media and identifying the differences in marketing strategies used depending on the demographics of respondents.

Shamsher (2022) [5] This study examines the global perspective of changing consumer behaviour during COVID- 19 and reveals the sustainability of which behavioral changes are permanent. The results of the study revealed four aspects of behavioral changes. These are the changes in consumer behaviour and the changes in brand loyalty. This study has important implications for professionals and academicians in adopting marketing decisions by integrating the fluctuating demands of consumer through communicating suitable marketing strategies to survive the transference of consumer behaviour instigated by the pandemic.

Theoretical framework of the study

Digital marketing

Digital marketing is the component of marketing that uses the Internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

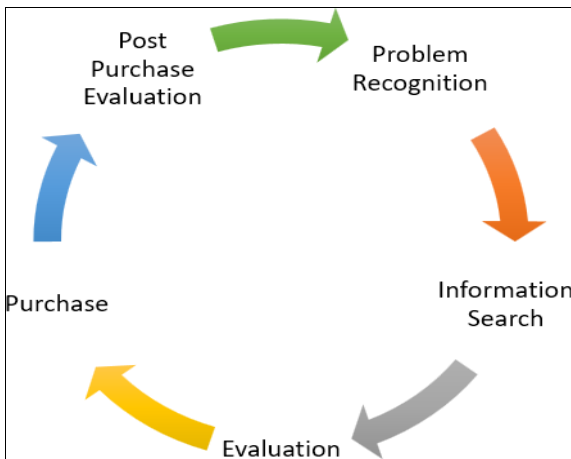
Digital marketing is an all-encompassing term that consists of digital channels, such as content marketing Opens a new window, SEO, email marketing, social media marketing, mobile marketing and so on, to create elaborate strategies to reach and connect with prospects and consumers.

Consumer buying behaviour

Consumer buying behaviour is a set of actions, steps or processes followed by the consumers in a marketplace before (and after) buying a product or a service. These actions are the result of the attitudes, preferences, intentions and decisions. These actions or steps can be both online and offline given the modern business paradigm. Consumer Buying Behaviour just not only covers the purchase part but also covers the usability and even the disposal of the products or services.

Consumer Buying Behaviour Process

The consumer buying behaviour can be broken down into a series of tasks.



Problem recognition: During this stage, the consumer becomes aware of an unfulfilled need or want. For example, his old laptop may be broken and a need arises for a new laptop.

Information search: In this stage, the consumer gathers information relevant to solving his problem. Example, collection of information about various laptop models.

Evaluation: The various alternatives are evaluated against the consumer’s wants needs, preferences, financial resources etc.

Purchase: In this stage, the consumer will commit to a particular choice and make the final decision. The choice maybe influenced by price and availability.

Post purchase evaluation: In this stage, the consumer evaluates whether the purchase actually satisfied her need or not.

Data analysis and interpretation anova

Analysis of variance or ANOVA, is a statistical method that separates observed variance data into different components to use for additional tests. A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

Formulae

The formula for analysis of variance is: ANOVA coefficient,
 $F = \text{Mean sum of squares between the groups (MSB)} / \text{Mean squares od errors (MSE)}$.

Hypothesis

H₀: There is no relationship between the gender and the channels used in digital marketing of the respondents.

H₁: There is a relationship between the gender and the channels used in digital marketing of the respondents.

Table 1

Factors		Sum of square	Df	Mean square	F	Sig
Channels used in digital marketing	Between groups	2.407	1	2.407	2.045	.155
	Witin groups	144.793	123	1.177		
			124			

Intrepretation

The calculated value of f is (2,045significance value (0.155) is greater than (0.50 at 5% level of significance with 2 degree of freedom. Therefore the null hypothesis is accepted. It is concluded that there is some no significance different between gender and the channels used in digital marketin

Suggestions and recommendations

1. Marketers need to understand the accessibility of digital facilities to the consumers, before launching any product digital when it comes to electronic goods.
2. Marketers need to conduct pre market survey to identify the need of the consumers especially in digital marketing.
3. Marketers of electronic products have to create a trust on digital marketing among the consumers.
4. Reliable advertisements may be made to attract the consumers. The manufactures have to give reliable information to the consumers.

Conclusion

The marketing process begins and ends with an understanding of consumer behaviour and the factors that influence product, brand and retail establishment selection. Understand you do not understand, you will not comprehend, you cannot understand all the consumers, but

you must try your best to understand them. This research is about determining the most significant aspects that the effect the consumer behaviour towards electronical goods. There are many factors to go into consumers decisions to purchase electronic goods. This includes functional risk (the product may not work as excepted), electronic goods. This includes functional risk (the product may not work as excepted), causes the injury to the user) and the social risk (the product that embarrasses the user). It may not always correct to say that consumers behave in the same way as it depends upon the type of the product, quality of the product and the price of the product. Marketers are making good use of digital marketing because consumers are widespread adoption of smartphones and internet- connected devices. However it is evident that the present approaches to draw the attention of consumers in the electronic products not adequate compared to the other products because of trust issues and fake products.

References

1. Madan gowdak, Aradhya. A study on artificial intelligence on the effectiveness and its influence on small retailers and customer satisfaction -Restaurant business, 2019, 118(11).
2. Omkar Dastane. Impact of digital marketing on online purchase intention: Mediating effect on Consumer

- Relationship Management (CRM) – Journal of Asian Business strategy, 2020, 10(1).
3. Pham HC. Factors influencing the consumer buying behaviour in the competition era-International Journal of Intelligent Enterprise, 2021, 8(1).
 4. Mehneti-Bajrami, Fidan Qerimi, Arberesha. Impact of digital marketing between traditional marketing on consumer buying behaviour – High tech and Innovation journal, 2022, 3(3). ISSN -2723 – 9535.
 5. Shamsher. Global perspective of consumer behaviour during COVID- 19 - International Journal of marketing research innovation. 2022, 7(1).