

A Study an Impact of Digital Marketing in Customer Purchase Decision in Kangra District, Himachal Pradesh

Mr. Ajay Kumar

Arni School of Commerce and Management

Arni University, Kathgarh (HP)

ABSTRACT

A study examined the influence of efficient online marketing, effective communication, and on-time delivery on the regularity of visits and consumer assistance particular geographical area in District Kangra, Himachal Pradesh. The ultimate aim of study 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 fast develop web based business and developing interest of clients in online buy have ultra changed the Indian retail business sense. After finalizing the exploration plan the study was directed and information was gathered from 57 respondents in District Kangra (Indora, Nurpur, Fatehpur and Jwali Tehsils) in the help of structured questionnaire digitally with the help of Google Forum. The finding revealed that customers are aware of digital marketing and they prefer to buy electronic and shopping goods through digital channels in their purchase behavior. As the world moving toward digital era, the digital channels plays very crucial role in increase of sales of any firm's products. So the present study made an attempt to reveal the impact of digital marketing on customer purchase decision.

Keywords: - Customer 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. Throughout the history, it has always been important to market the product to its audience and it's the best way to get the brand name out and make sale. Through 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 way to satisfy.

Digital Marketing is the use of the channels in order to reach the desired target market via some of the following channels social media, websites, multimedia advertising, online search engine advertisement, E-marketing, interactive marketing (polls, game adds, mobile marketing).

Digital Marketing has been considered a new form of marketing and provided new opportunities for companies to do business, Marketing activities conducted via digital channels enable advertisers to directly communicate with potential customers in a rapid velocity and regardless the geographical location. Digital Marketing has been recently referred as one of the means to cut through the mess and internet directly with the consumer. Hence, with the trend toward direct, one-to-one marketing, additional 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 numbers 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 emerging with the development of technologies is called "Digital Marketing". When we talk about digital channels, what comes to intellect are Facebook, Twitter, Instagram and similar social network that are used online and virtual platforms like web sites, micro blogs and search engine. With the advent of new communication to customers with digital channels, already available communication tools are now fetching to be called as "traditional Communication Tool". Traditional communication tools are printed (Journals, Newspapers etc.), visual (Television, Cinema etc), and audio (radio) Communication tools.

LITERATURE REVIEW

Digital Marketing is often referred to as "online Marketing", "Internet Marketing" or "Web Marketing". The term digital marketing has grown in popularity over time, particular in certain countries. In USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013.

Digital Marketing is an umbrella term for the marketing of products or services using digital technologies, mainly on the internet, but also including mobile phones, display advertising, and any other digital medium. The way in which digital marketing has developed since the 1990s and 2000s has changed the way brands and businesses utilize technology and digital marketing for their marketing.

The current literature on consumer online purchase decisions has mainly concentrated on identifying the factor that affect the willingness of consumers to engage in internet shopping. In the domain of consumer behavior research, there are general models of buying behavior that depict the process which consumers use in making a purchase decision. These models are very important to market as they have the ability to explain and predict consumers purchase behavior.

The classic consumer purchase decision-making theory can be characterized as a continuum extending from routine problem-solving behaviors (Schiffman 2001).

Consumer's attitude towards online shopping is a prominent factor affecting actual buying behavior. Jarvenpaa and Todd (1997) as revised by Lowengart and Tractinsky (2001) proposed a model of attitudes and buying intention towards Internet purchase in general. The model included several indicators, belonging to four major categories the value of the product, the shopping experience, the quality of services offered by the websites and the risk perceptions or Internet retail shopping.

Traditional marketing mix has also undergone significant change in digital environment. Products, the core offering of marketer, has become an experience now. Consumer talk about various product/brands of marketer, fetch the detail from various digital source and share with others through social media (Charan, 2011). Price has become an exchange which varies according to time of the day, location and loyalty to name a few. Restrictions of place have been removed and consumer can search, compare, evaluate and buy products irrespective of their physical location. Promotion in digital environment has probably seen the biggest shift in digital channels to communicate with its target customers. Consumers have become co-partner with marketers in shaping and spreading the marketing message. Consumers have acknowledged digital as a medium offering timely, quick and relevant marketing information (Urban, 2004).

Consumer behavior has undergone significant changes in digital environment (Ricciuti, 1995; Kotler, 2000). There has been an increase and improvement in digital technologies and channels. Today, consumers are researching, evaluating and buying everything from clothes, appliances, gadgets, grocery, insurance, to big tickets items like cars and home online. This is happening because internet, mobile and social media educate the customers in

the informative, interesting, indulging and participative manners irrespective of products category (Kierzkowski 1996; Gay, 2001; Wertime and Fenwick, 2011; Hawks, 2015). Most common online activities performed over internet are communication, internet banking, searching for information, accessing digital content and uploading self-created content.

YouTube is one of most prevalent video sharing social networking sites where users can upload, share and watch videos (Cha, Kwak, Rodriguez, Ahn and Moon, 2007; Burgess and Green., 2013). Vast majority of the content over this platform is uploaded by the individuals whereas many organizations are considering it as a useful communication medium. YouTube is the global leader in the video streaming market, with over a billion videos viewed every day. YouTube went public in December 2005 in a short time period, has experienced an outstanding level of growth. YouTube provides users an opportunity to upload and share videos with others. A recent study conducted by Google stated that 91% of videos ads in India were seen over YouTube using desktops, mobiles phones and tablets (Exchange4media, 2016).

According to Meeker, India's internet growth story has largely come from Reliance Jio. Meeker's report also reveals that owing to the large base of services jio offers, the data usages has doubled in 2019 to close to 18 Exabyte. Reliance jio has created a hybrid, online-to-offline commerce platform by integrating Reliance Retail's physical marketplace with Reliance jio's digital infrastructure and service, thus doubling its growth in a year to a total of 307 million subscribers.

According to Tiago and Verissimo (2014), human interaction have changed significantly due to engagement on social networks; growth of web platforms has facilitated behavioral changes related to activities, habitats and interaction. Consumer behavior changes require organizations to re-strategies their marketing activities in the

digital space (Tiago & Verissimo, 2014), thus organization must understand how digital and social media marketing impact consumer's purchasing decision processes (Powers, Avuncular, Austin, Graiko, & Snyder, 2012). Together with these processes, organizations must also aware of how consumer's attitudes, values, and beliefs impact their digital marketing campaigns (Al Kailani & Kumar, 2011).

Ten Papers are considered for literature review to gain knowledge about digital marketing, from that 8 papers eliminated from consideration due to insufficient information for the concern study. The impact of social media on consumer behavior with 57 respondents through structured questionnaire. His finding revealed that social media has impaction behavior changes of consumers. Finding also revealed that the internet security also put crucial impact on buying behaviors.

OBJECTIVES OF THE STUDY

To gain the better understanding, the following objectives have been framed for the research:

- To study the awareness of digital marketing in Kangra consumers.
- To analyze the influence of digital marketing in purchase decision.
- To know about the kind of products bought by utilizing digital channels.
- To analyze the impact of digital marketing in purchase decision.
- To know the internet security issues influence buy most.

SIGNIFICANCE OF THE STUDY

The finding of the research will significantly create awareness of the impact of online marketing on buying behavior of individuals especially students who wish to

purchase electronic devices via online shopping store. The study will serve as a piece of motivation to organizations wishing to market their products via websites. It will also be beneficial to web designers who are instrumental in the designing and launching of online stores. Finally, this study will be important to academia as additional literature in the understanding of online marketing and its effect on people's buying behaviors.

SCOPE OF THE STUDY

The suggestion from the study is based on the responses given by the consumers in a specific region. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision. In present state of growing digitalization, corporate entities in India with importing new technology, a comprehensive analysis of consumer's mindset related outcomes like personal characteristics, advertisement value, customer choice and perception are considered to understand the impact of digital marketing with special reference to Kangra.

HYPOTHESIS OF THE STUDY

The following hypothesis has been framed to find out the influence of attitude for purchase decision making;

Hypothesis 1- H0 Digital channels are not associated with change of opinion towards the Consumer buying decision.

Hypothesis 2-H0 Customer satisfaction is not associated with product buy through digital channels.

Hypothesis 3-H0 Digital Channels not influences you to buy more.

Hypothesis 4-H0 Internet security issues not influence more customer purchase decision.

RESEARCH METHODOLOGY

For the purpose of this research, primary data were sourced with the use of questionnaire. The questionnaire comprised close-ended (Multiple Choice Question) only. The completed questionnaires were drawn based on the research question under study. These form the basis of the analysis.

The tool used to analyze the data is chi-square test.

AREA OF THE STUDY

For this study the respondents are randomly selected in the Kangra city.

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 only closed ended questions in a structured format.

DATA ANALYSIS & INTERPRETATION

Chi-Square Test

Hypothesis 1- H0 Digital channels are not associated with change of opinion towards the Consumer buying decision.

	1	2	3	4	5	Total
Agree	15	2	4	6	1	28
Disagree	0	1	2	0	0	3
No Opinion	9	0	1	1	0	11
Strongly Agree	4	0	0	1	3	8
Strongly Disagree	1	0	0	0	0	1
Total	29	3	7	8	4	51

O	E	(O-E) ² /E
0	0.1372	0.1372
0	0.1568	0.1568
0	0.0784	0.0784
	Total	28.36949

O	E	(O-E) ² /E
15	15.921	0.05327
2	1.6470	0.07565
4	3.8431	0.00640
6	4.3921	0.58863
1	2.1960	0.65237
0	1.7058	1.7058
1	0.1764	3.84533
2	0.4117	6.12751
0	0.4705	0.4705
0	0.2352	0.2352
9	6.2549	1.2047

Difference =
16

O	E	(O-E) ² /E
0	0.6470	0.6470
1	1.5098	0.17213
1	1.7254	0.30497
0	0.8627	0.8627
4	4.5490	0.06625
0	0.4705	0.4705
0	1.0980	1.0980
1	1.2549	0.05177
3	0.6274	8.97231
1	0.5686	0.32730
0	0.0588	0.0588

Hypothesis 2-H0 Customer satisfaction is not associated with product buy through digital channels.

	1	2	3	4	5	6	Total
Agree	21	1	4	1	0	1	28
Disagree	3	0	0	0	0	0	3
No Opinion	4	0	4	0	1	0	9
Strongly Agree	3	1	0	0	4	0	8
Strongly Disagree	0	0	1	0	0	0	1
Total	31	2	9	1	5	1	49

O	E	(O-E) ² /E
21	17.714	0.6095
1	1.1428	0.0178
4	5.1428	0.2539
1	0.5714	0.3214
0	2.8271	2.8271
1	0.5714	0.3214
3	1.8979	0.6399
0	0.1224	0.1224
0	0.5510	0.5510
0	0.0612	0.0612
0	0.3061	0.3061

O	E	(O-E) ² /E
4	0.8163	12.4169
0	0.1632	0.1632
0	0.6326	0.6325
0	0.0408	0.0408
1	0.1836	3.6302
0	0.0204	0.0204
0	0.1020	0.1020
0	0.0204	0.0204
	Total	31.5582

O	E	(O-E) ² /E
0	0.0612	0.0612
4	5.6938	0.5038
0	0.3673	0.3673
4	1.6530	3.3323
0	0.1836	0.1836
1	0.9183	0.0072
0	0.1836	0.1836
3	5.0612	0.8394
1	0.3265	1.3892
0	1.4693	1.4693
0	0.1632	0.1632

Difference = 20

Hypothesis 3-H0 Digital Channels not influences you to buy more.

	1	2	3	4	5	Total
E-mail	7	0	0	2	0	9
Local Market	0	0	0	1	0	1
Social Media	2	1	1	15	5	24
Website	0	0	0	9	8	17
Total	9	1	1	27	13	51

O	E	(O-E) ² /E
7	1.5882	29.2875
0	0.1764	0.1764
0	0.1764	0.1764
2	4.7647	1.6042
0	2.2941	2.2941
0	0.1764	0.1764
0	0.0196	0.0196
0	0.0196	0.0196

O	E	(O-E) ² /E
1	0.5294	0.4183
0	0.2549	0.2549
2	4.2352	1.1796
1	0.4705	0.5958
1	0.4705	0.5958
15	12.705	0.4145
5	6.1176	0.2041

O	E	(O-E) ² /E
0	3	3
0	0.3333	0.3333
0	0.3333	0.3333
9	9	0
8	4.3333	3.1026
	Total	44.1864

Difference = 15

Hypothesis 4-H0 Internet security issues not influence more customer purchase decision.

	1	2	3	4	5	Total
Agree	15	0	9	4	1	29
Disagree	2	1	0	0	0	3
Neutral	4	2	1	0	0	7
Strongly Agree	6	0	1	1	0	8
Strongly Disagree	1	0	0	3	0	4
Total	28	3	11	8	1	51

O	E	(O-E) ² /E
15	15.921	0.0532
0	1.7058	1.7058
9	6.2549	1.2047
4	4.5490	0.0662
1	0.5686	0.3277
2	1.6470	0.0756
1	0.0588	15.065
0	0.6470	0.6470
0	0.4705	0.4705
0	0.0588	0.0588
4	3.8431	0.0845

O	E	(O-E) ² /E
0	0.8627	0.8627
3	0.6274	8.9723
0	0.0784	0.0784
	Total	40.6656

Difference = 16

O	E	(O-E) ² /E
2	0.4117	6.1275
1	1.5098	1.1721
0	1.0980	1.0980
0	0.1372	0.1372
6	4.3921	0.588
0	0.4705	0.4705
1	1.7254	0.3049
1	1.2549	0.0517
0	0.1568	0.1568
1	2.1960	0.6513
0	0.2352	0.2352

FINDING FROM CHI-SQUARE TEST

1. Hypothesis 1- Calculated Value = 28.369; Table Value = 26.30

CV>TV; H0 is reject

Digital channels are associated with change of opinion towards the Consumer buying decision

2. Hypothesis 2- Calculated Value = 31.5582; Table Value = 31.41

CV>TV; H0 is reject

Customer satisfaction is associated with product buy through digital channels.

3. Hypothesis 3- Calculated Value = 44.1864; Table Value = 25.00

CV>TV; H0 is reject

Digital Channels influences you to buy more

4. Hypothesis 4-Calculated Value = 40.6656; Table Value = 26.30

$CV > TV$; H_0 is reject

Internet security issues influence more customer purchase decision

LIMITATION OF THE STUDY

Every research suffers from errors and limitations. Some of these are inherent in the research design while some other become parts of the study during various stages of operations. The following are the limitation of study. As the study was conducted for a short duration, it was difficult to study in depth about the various aspects. Time, cost and other resources were constraints for a fully comprehensive study.

CONCLUSION

The study is made in a specific geological location the consequences of the study uncovers that individuals mindful of the advanced directs despite their instructive capability, clients use to incline toward digital channels to purchase any looked for of items, no much job of month to month pay of individuals assumes a job picking a caring item purchase through advanced channels. Mostly people prefer shopping and electronic goods to buy 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.

REFERENCES

1. Ugonna, and Ikechukwn A. (June-2007) "Effective of online Marketing on the Behaviour of consumers in Selected online Companies in Owerri, Imo State

Nigeria", *International Journal of Business and Management Invention*, Vol. 6(6) PP. 32-43.

2. Jenyo Gabriel K and Soyoye Kolapo M. (Sep.-2015) "Online Marketing amd Consumer Purchase Behaviour; A Study of Nigerian firms", *British Journal of Marketing Studies*, Vol. 3, No. 7, PP. 1-14
3. Mr. D. Nidhyanath and Dr. R. Vanathi (July-2020) "A study on Analysing the Online Shopping Attitude of Earning Couple in Western Tamilnadu" *Juni Khyat*, Vol. 10, No. 7.
4. Mrs. K.R. Mahalaxmi and P. Ranjith (March 2016) "A Study an Impact of Digital Marketing in Customer Purchase Decision in Trichy", *International Journal of Innovative Research in Science and Technology*, Vol. 2, No. 10.
5. P. Sathya (Feb. 2017) "A Study on Digital Marketing and its Impact", *International Journal of Science and Research*, Vol. 6, No. 2.
6. Afrina Yasmin, Sadia Tarneen and Keniz Fatima (April 2015), "Effectiveness of Digital Marketing in the Challenges Age", *International Journal of Management Science and Business Administration*, Vol. 1, No. , PP. 69-80.
7. Prahalad C.K. and Ramaswamy V (2015), "The Future of Competition; Co-creating unique value with Customer" *Boston, Marsachsebls : Harvard Business School Press*.
8. Rekha (June 2018) "Impact of Digital Marketing Communication on Consumer Buying Decision Process: A Study of Indian Passenger Car Market.
9. Girshwyn Reddy (Nov. 2016) "Digital Marketing Impact on the consumer decision making process in Nike's Customers retail in South Africa.

10. R. Tiffany, S.Sautana Kamole (April 2018) “A Study on Impact of Digital Marketing in Customer Purchase Decision”, *International Journal of Science, Engineering and Management*, Vol. 3, No. 4.
11. Mr. Sahil Chauhan (2020), “A study on the Impact of Digital Marketing on Indian Firms.
12. Dr. D. Padma (December 2020), “An Overview of Digital Indian”, *Mukkt Shabad Journal*, ISSN NO: 2347-3150.
13. Chitti Babu Illangi (July-2020), “Impact of Merger and Acquisition in Reengineering the Indian Telecom Sector”, *Juni Khyat*, Vol. 10, Issue 7, PP. 74-81.