

IMPACT OF DIGITAL MARKETING ON CONSUMER BUYING BEHAVIOR - A STUDY OF HOUSEHOLD WOOD WORK

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ABSTRACT

The study is to examine the impact of digital marketing in consumer buying behaviour and to find out that the consumers are sensible of digital marketing and the digital channels impact in their purchase decision. The study is carried out through check from 65 respondents. Rate scale was used to get the final results from the questionnaire filled out by the respondents. The questionnaires were distributed to 65 respondents. The Rate scale will be used to measure a person's perception and attitude or opinion. The results are interpreted to show the impact of digital marketing on consumer buying behavior. The findings revealed that consumers are apprehensive of digital marketing and they prefer to buy household wood products through digital channels in their buying actions. The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase opinion of varied regions. As the world moving towards digital period, the various digital channels play's vital place in increase of sales of any company's products. So, the present study made an attempt to reveal the impact of digital marketing on consumer buying behavior-household wood products.

Keyword :- Digital marketing, consumer behavior, household wood products, online consumer buying behavior.

1. INTRODUCTION

In the present time of rapid changes and advancement, it is of central significance for any business to comprehend their customers. Most likely one of the major zones of undertaking of organizations has been to get new customers while retaining the current one. It is imperative for attainment of both of these goals that the business has a comprehension of their forthcoming customers' inclinations and motivations. Just when the advertiser knows about the factors that make or prevent customers from settling on purchase decisions, they can plan effective marketing strategies.

1.1 Digital Marketing

Digital marketing is the use of the channels in order to reach the asked target request via some of the following channels social media, websites, multimedia advertising, online hunt machine announcement, E-marketing, interactive marketing (polls, game adds, mobile marketing). Digital marketing has been considered a new form of marketing and handed new openings for companies to do businesses. As the world moving towards digital period, the digital channels play's vital part in increase of deals of any establishment's products. So, the present study made an attempt to reveal the impact of digital marketing on client purchase decision.

1.2 Consumer Buying Behavior

Consumer Buying Behavior refers to the conduct taken (both on and offline) by consumers before buying a product or service. This process may include consulting hunt machines, engaging with social media posts, or a variety of other conduct. It's precious for businesses to understand this process because it helps businesses better knitter their marketing enterprise to the marketing sweats that have successfully told consumers to buy in the history.

1.3 Online Consumer Buying Behavior

Online consumer behavior is the process of how consumers make opinions to buy products in ecommerce. The actions themselves — similar as relating a problem or deciding to make a purchase — are grounded on ever- evolving prospects and requirements.

Here are some perceptivities to help you understand the impact of digital marketing on consumer behavior.

1.4 Consumers have come researches

As internet available for low price, consumers moment is much more enlightened and empowered. They are overwhelmed with digital content each day. With nearly every brand dealing their products on the digital platform's moment, it's further than accessible for consumers to probe & compare online. Their purchase decision is largely told by the relations they have with the brand and other influencers online.

1.5 Digital word of mouth is trusted

Before, word of mouth used to be the most trusted form of recommendation that consumers believed. In moment's digital age, word of mouth is done in terms of customer reviews, influencer recommendations, conditions, substantiations, etc. Maximum consumers make sure to look at what the current brand freaks have to say about the product/ service before making their purchase decision.

1.6 Consumers aren't afraid to experiment Consumers

In the earlier days were truly sceptical to change brands that they've been using each on. Still, effects have changed with time. The mindset of consumers has evolved largely moment. They've come more welcoming towards products and brands that offer better features than ahead. All this was only possible through digital marketing that has made it easier for these new brands to reach out to the consumers.

1.7 Consumers frequently switch brands

Brand faith used to be a huge thing in the history. Veritably rare is when you 'd see consumers switch brands. Still moment, consumers are quick to switch brands handed the new bone is offering better features. With a mound burden of options available in the request, consumer faith is delicate and switching is easy.

2. REVIEW OF LITERATURE

Kamlesh K Bajaj, Debjani Nag in their study on E-commerce stated (2016) E-Commerce was largely seen as the vehicle to propel and accelerate these changes. Now a days business and economics feel accepted that e-commerce is here to stay, new methods are tried and tested along with the novel methods for exploiting the internet to make business survive in highly competitive market place. With the new opportunities internet has created global digital economy. Through the process of consolidation, it has graduated from new technology to a medium technology. E-Commerce transforms the paper transactions into electronic transactions which makes organization much easier.

DR.C.S. RAYUDU in their study on E-Commerce E-Business titled (2016) From Electronic data interchange to e-commerce many changes have been seen. In the highly competitive market growth of the internet has created potential vision of the e-commerce. ECommerce is nothing but a traditional business by using electronic means. A comprehensive change has been seen from Electronic Data Interchange to e-commerce. With the growth of internet has created the potential vision for Internet. Today traditional market becomes outdated now future depends on e-commerce, new way of doing market research and using new digital strategies. It involves all the process from buying to manufacturing and selling of goods by using Internet. It helps to build closer relationship between both the customers and the sellers and it also allows companies to be more flexible in their operations. For the companies all over the world internet is the global business platform. E-commerce is all about increase speed, make product globalize, increase productivity and reaching to the new customers in less time.

Luo and Toubia's (2015) focused those marketers should keep on customizing its communication to attract customer in the area of their domain specific knowledge. Customers enhance their knowledge by submitting ideas to enhance the quality of the ideas. More and more research are being done in this arena of innovation platforms as they become increasingly popular.

Arshad, et al. (2014) found that on calculating the emotional and environmental responses, television is seen to be the most effective medium among the other advertising mediums. The study proves that the instant display of images, text and information affects the consumer more than any other platform as it serves to be the best aid in gaining information and provides enough knowledge about the desired product. The thesis titled "Categorizing Consumers' buying behavior" shows how television brands drive the purchase decision of the buyers. The author further stated that consumers make decision before the purchase of products and services. The milestones that persuade the buyers are the product price, quality, advertisement, recommendation from acquaintances.

Siva Kumar J et al. (2014) agreed about the gender difference in customers, might affect their decision-making attitude. The study further showcased the difference in decision making while purchase of electronic goods smart phones, refrigerators, etc.

Shiv Prasad et al. (2014) examined the purchaser's nature in selection of goods while shopping online. The researchers have stated that the pattern of customers have altered towards luxurious items such as air-conditioner, refrigerator, smart phones and other goods. The consumers have reviewed their behaviour while availing these goods online.

Baines (2013) studied that service marketing has 7 Ps as compared with the marketing of goods that has only 4 Ps. The three extra P s included are People, Physical evidence and Processes. People define a service. It is the most important aspect of service marketing as it includes all those people who execute the services. Services are intangible and therefore, the addition of physical evidence increases the chances of services being adopted by the customers. Physical evidences used by a company can also give

an edge to them over the other. Lastly, is the process which includes the methods used by a company to deliver its service without affecting the quality of the services.

3. RESEARCH GAP

The research gap of this research is about consumer buying behavior in digital marketing channels:

- The role of digital marketing on consumer buying behavior have been studied as a whole, but there is lack of study which focuses on various stages of buying process through which a consumer pass through.
- The study will be focused on the behavior of the consumer at each stage of buying process.

4. RESEARCH OBJECTIVES

- To understand the influence of digital marketing channels on “consumer buying behavior” towards wood-related goods.
- To understand the variables that affect the consumer buying behavior for online purchases of wood-related goods.
- To analyze online consumer buying behavior through digital marketing channels.

5. SCOPE OF THE STUDY

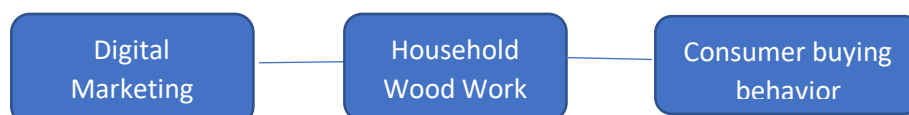
The suggestion from the study is based on the responses given by the consumers in a specific area. This study will be helpful in getting an insight into the impact of digital marketing in customer buying decision.

6. RESEARCH METHODOLOGY

6.1 Research design

The study carried out with primary data. The primary data was collected through structured questionnaire from samples of 65 respondents from the specified area. The samples have been considered by using non-probability technique (convenient sampling method) was validated and took it for further analysis.

6.2 Research Model



The research design clearly examines the impact of digital marketing in the customer buying Behavior. The study mainly focused to examine 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.

6.3 Area of the study

For this study the respondents are randomly selected in the specific geographical area.

6.4 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 closed ended questions.

6.5 Sampling technique and Sample size

Convenient sampling technique is used to select the sample.

Sample size of 65 was taken for conducting of study to find the respondent makes use of digital channel to buy products.

6.6 Data Usage

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed.

6.7 Research Instrument

Data was collected through structured questionnaire by using 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 analysing the collected data.

7 ANALYSIS AND INTERPRETATION

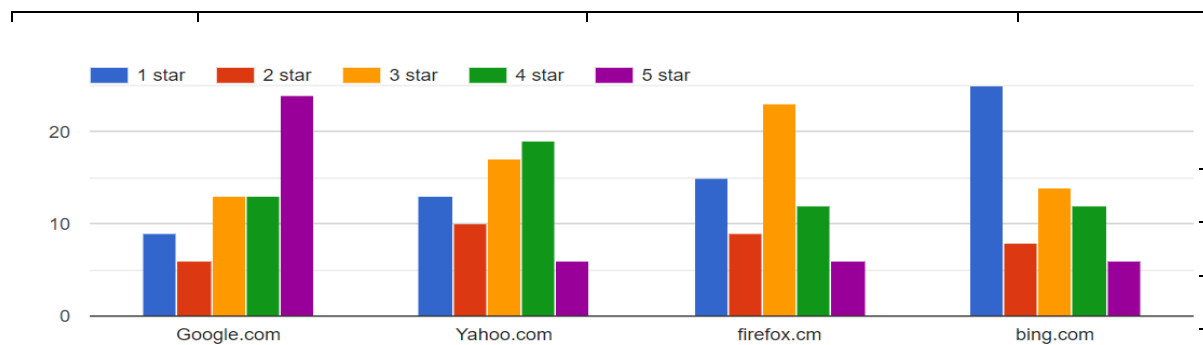
Sample profile

Out of a total sample of 65 people who responded, 29.2 % were female, and 70.8 % were male. A wide majority of respondents were between 21-25 years of age (44.6%) and between 26 and 30 years of age (23.1%). And 38.5% of our sample used online shopping sometimes; however, 21.5% rarely used it. Most of the respondents are highly educated which helps in getting proper responses. Descriptive statistics are displayed in Table 1

Descriptive statistics of the respondents' demographic characteristics (Frequency tables)

<u>Variable</u>	<u>frequency</u>	<u>percentage (%)</u>
<u>AGE</u>		
20 or below	7	10.8%
21-25	29	44.6%
26-30	15	23.1%
30 & above	14	21.5%
<u>GENDER</u>		
Male	46	70.8%
Female	19	29.2%
<u>Educational Qualification</u>		
Graduation	25	38.5%
Post-Graduation	25	38.5%
PhD	7	10.8%
Others	8	12.3%
<u>Online Shopping</u>		
Frequently	17	26.2%
Sometimes	25	38.5%
Rarely	14	21.5%
Never	9	13.8%

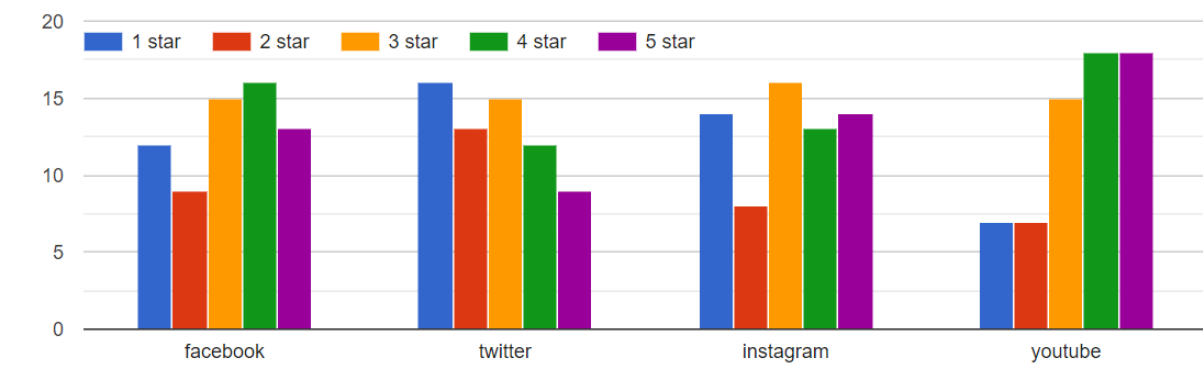
1. Rate the website does you aware of



Youtube	7	7	15	18	18	10.8	10.8	23	27.7	27.7	65
Websites	Respondents					Percentage					Total Respondents
	*	**	***	****	*****	*	**	***	****	*****	
Google	9	6	13	13	24	13.9	9.2	20	20	36.9	65
Yahoo	13	10	17	19	6	20	15.4	26.2	29.2	9.2	65
Fire fox	15	9	23	12	6	23	13.9	35.4	18.5	9.2	65
Bing	25	8	14	12	6	38.5	12.3	21.5	18.5	9.2	65

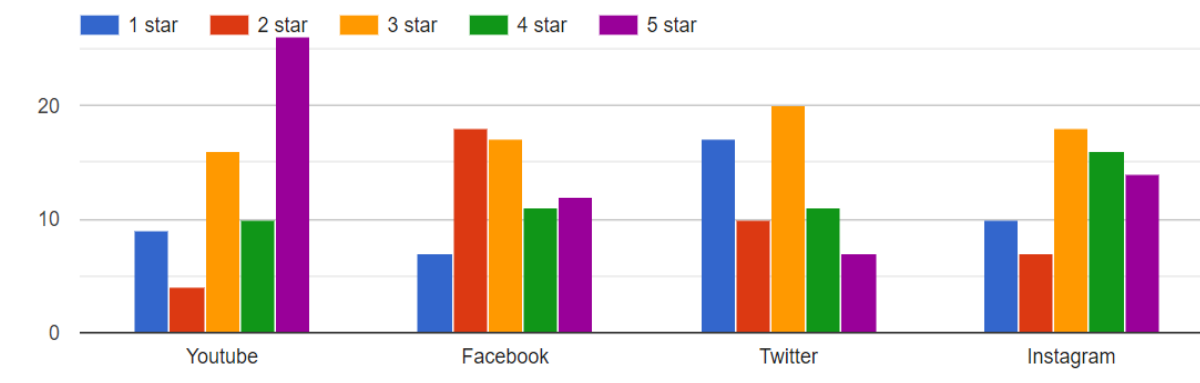
Above graph and table shows awareness of websites. Google is the most rated website by the respondents, followed by Yahoo. Bing is the less rated website by the respondents.

2. Rate the social media platforms do you aware of



Above graph and table shows awareness of social media platforms. YouTube is the most rated social media platform by the respondents, followed by Facebook and Instagram. Twitter is the less rated social media platform by the respondents.

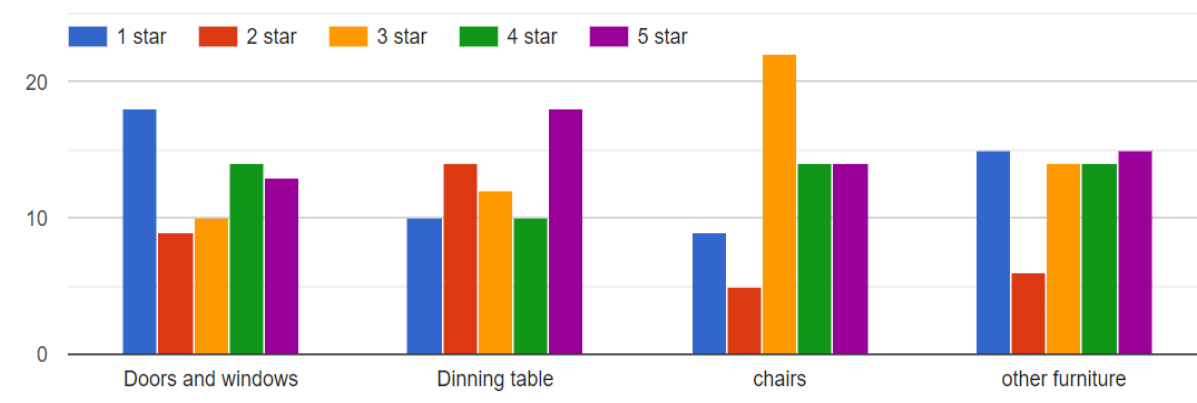
3. Where you come across a lot of advertisements while using Apps



A lot of advertisement while using apps	Respondents					Percentage					Total Respondents
	*	**	***	****	*****	*	**	***	****	*****	
Youtube	9	4	16	10	26	13.8	6.2	24.6	15.4	40	65
Facebook	7	18	17	11	12	10.8	27.7	26.2	16.9	18.7	65
Twitter	17	10	20	11	7	26.2	15.4	30.8	16.9	10.8	65
Instagram	10	7	18	16	14	15.4	10.8	27.7	24.6	21.5	65

Above graph and table shows Respondents come across a lot of advertisements while using youtube and Facebook and there come across less advertisements while using twitter.

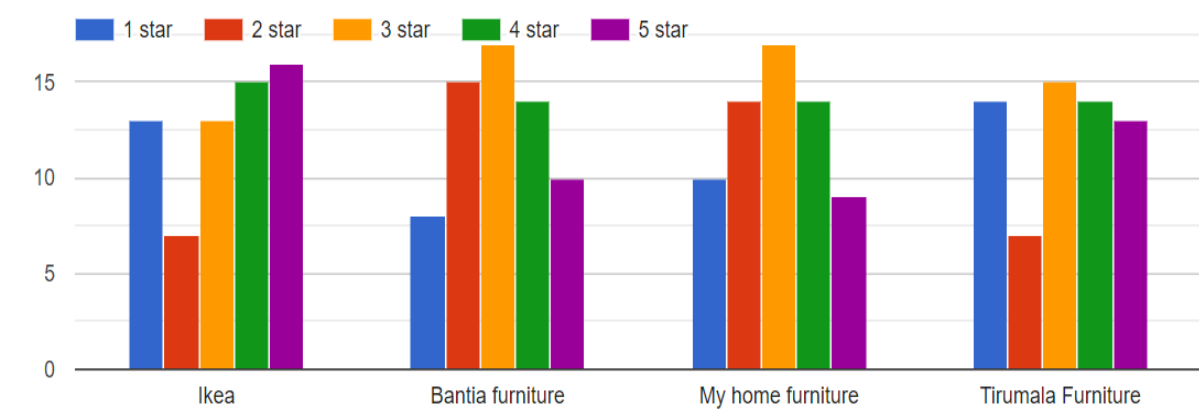
4. Rate the household wood products would you like to buy using digital channels



Household wood products	Respondents					Percentage					Total Respondents
	*	**	***	****	*****	*	**	***	****	*****	
Doors & Windows	18	9	10	14	13	27.7	13.8	15.4	21.5	20	65
Dining tables	10	14	12	10	18	15.4	21.5	18.7	15.4	27.7	65
chairs	9	5	22	14	14	13.8	7.7	33.9	21.5	21.5	65
Other furniture	15	6	14	14	15	23	9.2	21.5	21.5	23	65

Above graph and table shows various household wood products may respondent like to buy using digital channel. Most of the respondents are likely to buy chairs, Dining tables and other furniture through online.

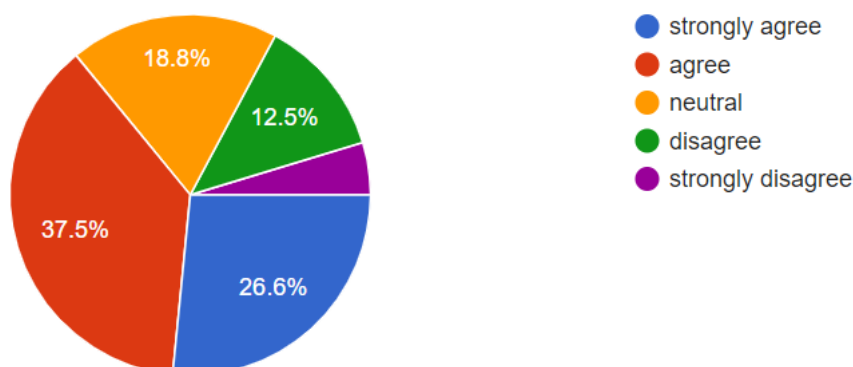
5. Rate the platforms do you prefer to buy household wood products



platforms	Respondents					Percentage					Total Respondents
	*	**	***	****	*****	*	**	***	****	*****	
Ikea	13	7	13	15	16	20	10.8	20	23	24.6	65
Bantia Furniture	8	15	17	14	10	12.3	23	26.2	21.5	15.4	65
My home furniture	10	14	17	14	9	15.4	21.5	26.2	21.5	13.9	65
Tirumala furniture	14	7	15	14	13	21.5	10.8	23	21.5	20	65

Above graph and table shows few platforms to buy household wood work. Ikea is the most rated platform by the respondents to buy household wood products, followed by Bantia furniture. My home furniture is the less rated platform among them.

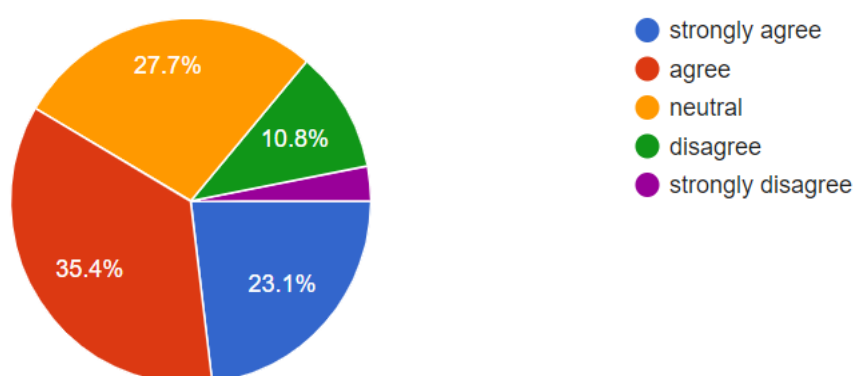
6.Does digital channels change your opinion towards the buying decisions?



Does digital channels change your opinion towards the buying decisions?	percentage	No of Respondents
Strongly agree	26.6%	17
agree	37.5%	24
Neutral	18.8%	12
Disagree	12.5%	8
Strongly disagree	4.7%	3

Above graph and table shows that digital channels influencing the consumer buying behavior. Among 65 respondents, 41 respondents are agreeing and 12 respondents are neutral that digital channels change the opinion towards the buying decisions. This shows that digital channels influencing the consumer buying behavior.

7.Are you satisfied with the products brought using digital channels?



Are you satisfied with the products brought using digital channels?	Percentage	No of respondents
Strongly agree	23.1%	15
Agree	35.4%	23
Neutral	27.7%	18
Disagree	10.8%	7
Strongly disagree	3.1%	2

Above graph and table shows that consumers satisfaction with products brought using digital channels. Among 65 respondents, 56 respondents are satisfied with the online products. This shows that consumers are satisfied with products brought using digital channels.

CORRELATION AND REGRESSION ANALYSIS

	Rate the social media platform s do you aware of [facebook k]	Rate the social media platform s do you aware of [twitter]	Rate the social media platform s do you aware of [instagram m]	Rate the social media platform s do you aware of [youtube j]	Rate the websites do you aware of [Google.c om]	Rate the websites do you aware of [Yahoo.c om]	Rate the websites do you aware of [firefox.c m]	Rate the websites do you aware of [bing.co m]	Where you come across a lot of advertise ments while using Apps [Youtube j]	Where you come across a lot of advertise ments while using Apps [Faceboo k]	Where you come across a lot of advertise ments while using Apps [Twitter]	Where you come across a lot of advertise ments while using Apps [Instagra m]
facebook	1											
twitter	0.481706	1										
instagram	0.455145	0.615597	1									
youtube	0.625803	0.432567	0.579751	1								
google	0.543157	0.298711	0.526806	0.73539	1							
yahoo	0.533404	0.388845	0.368333	0.559492	0.521875	1						
firefox	0.553778	0.508946	0.578707	0.492332	0.439985	0.697093	1					
bing	0.389728	0.639086	0.453063	0.199011	0.041806	0.429772	0.672698	1				
youtube advertise ment	0.612161	0.177279	0.419292	0.555095	0.58021	0.40464	0.420792	0.132429	1			
facebook advertise ment	0.628394	0.298446	0.328762	0.520713	0.525084	0.622797	0.559106	0.343948	0.748233	1		
twitter advertise ment	0.243793	0.60675	0.48911	0.169766	0.148045	0.356914	0.494612	0.616028	0.17232	0.46138	1	
instagram advertise ment	0.265789	0.482422	0.719588	0.425388	0.420668	0.368201	0.499982	0.365029	0.406908	0.430795	0.557303	1

SUMMARY OUTPUT												
Regression Statistics												
Multiple R	0.718435											
R Square	0.516149											
Adjusted R Square	0.508344											
Standard Error	0.727135											
Observations	64											
ANOVA												
	df	SS	MS	F	Significance F							
Regression	1	34.96906	34.96906	66.1385	2.33E-11							
Residual	62	32.78094	0.528725									
Total	63	67.75										
Coefficients												
Intercept	1.118829	0.284641	3.930662	0.000216	0.549839	1.687819	0.549839	1.687819	0.549839	1.687819	0.549839	1.687819
1	0.691601	0.085041	8.132558	2.33E-11	0.521606	0.861595	0.521606	0.861595	0.521606	0.861595	0.521606	0.861595

Interpretation

Advertisements are depending on the awareness of various social media platforms and websites. In this analysis, its showing that advertisements should be increased in the social media platforms i.e. (Facebook, youtube, twitter and Instagram) which are aware to the consumers. The social media platform whose correlation coefficient value equal to 0.5 should be focused in order to increase the sales of the products and advertisements also focus on the websites i.e. (google, yahoo, Firefox and Bing) which are aware to the consumers. The websites whose correlation value is equal to 0.5 should be focused in order to increase the sales of the products.

R-square=0.516 i.e., 51.6% of the variation in advertisements is explained by various social media platforms and websites.

8 MANAGERIAL IMPLICATIONS

Managers ought to understand the consumer profile of digital customers and the way their conduct has modified. Those customers have several sets of attributes, and their customer behavior has changed to encompass virtual. The post-buy choice - will exchange the business to convert a client into a devoted client and turn to be loyal to the brand. Customer provider right here performs an essential function. Marketing managers ought to be compelled to initiate strategies to hold customers with the aid of resolve consumer proceedings. The ultimate recommendation to marketing managers is that the progressing method of client identifying. Because of the digital ecosystem, clients will create a selection to buy a product before a prevent at the vendor. Thus, the in-shop impact on a patron to buy turns into the least viable. In essence, corporations have got to create methods to succeed in rationale on clients on the moments that the general public have an effect on their picks.

9 CONCLUSION AND RECOMMENDATION

The look at is made in a particular geographical vicinity the outcomes of the look at famous that humans aware of the virtual channels InSite in their educational qualification, clients use to prefer virtual channels to buy any sought of merchandise, not a good deal role of monthly earnings of human beings performs a position deciding on a type product purchase through digital channels. Mostly people choose purchasing items to shop for through digital channels and it's came to acknowledged from the look at that there may be a rise in buy of comfort goods thru digital channels amongst human beings. The clients are glad with merchandise they offered via the digital channels this is taken into consideration as an effective sign for the growth virtual channels in customer buy decision. The present take a look at suggests that the influence of the digital channels now not helping in change of opinion of supporter in the direction of purchasing a product, however in close to destiny the virtual channels have an effect on the customer buy opinion as there is an attention for digital channels amongst clients are obtrusive. As mentioned earlier this have a look at made especially vicinity accurate results at the variables could not be capable of attain. There exists a future scope to analyses the impact of digital channels on customer buy selection for a much wider geographic location to attain greater accurate outcomes.

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International Journal of Business and Management; Vol. 15, No. 7; 2020 ISSN 1833-3850 E-ISSN 1833-8119 Published by Canadian Centre of Science and Education 120 The Impact of Digital Marketing on Consumer Buying Decision Process in the Egyptian Market Amira M. Omar¹ & Nermine Atteya² ¹ Faculty of Economics and International Trade, Egyptian Chinese University, Cairo, Egypt ² School of Business, Madonna University, Michigan, USA Correspondence: Amira M. Omar, Faculty of Economics and International Trade, Egyptian Chinese University, Cairo, Egypt. E-mail: aomar@ecu.edu.eg, amirazeinaone@hotmail.com Received: February 25, 2020 Accepted: May 28, 2020 Online Published: June 8, 2020 doi:10.5539/ijbm.v15n7p120 URL: <https://doi.org/10.5539/ijbm.v15n7p120>

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Proceedings of the International Conference on Industrial Engineering and Operations Management Paris, France, July 26-27, 2018 © IEOM Society International Factors that influence consumer behavior in the purchase of durable household products Elias Thabiso Masao and Nita Sukdeo School of Mechanical and Industrial Engineering Department of Quality and Operations Management University of Johannesburg Gauteng, South Africa nsukdeo@uj.ac.za etmashao@gmail.com

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International Journal of Information Technology and Language Studies (IJITLS) Vol. 3, Issue. 1, (2019). pp. 24-31 International Journal of Information Technology and Language Studies (IJITLS). <http://journals.sfu.ca/ijitls> The role of digital marketing in consumer behavior: A survey Mahmoud Alghizzawi dr.alghzawi87@gmail.com Faculty of Economics and Management Sciences, University Sultan Zainal Abidin, Terengganu, Malaysia