

A STUDY ON CUSTOMER PREFERENCES ON DIGITAL MARKETING

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INTRODUCTION

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. People are exposing themselves to more and more digital and social media. This is for many purposes, including in their roles as consumers as they search for information about products, purchase and consume them, and communicate with others about their experiences. Marketers have responded to this fundamental shift by increasing their use of digital marketing channels.

Digital marketing, as the term says, refers to marketing through digital technologies. With the increasing use and importance of technology globally, digital marketing has become more common and its

importance and effectiveness in increasing rapidly with time. Digital marketing uses all the channels of electronics or electrical gadgets or the electronic media for marketing or promotion of products, services or brands. Digital marketing also helps organizations or institutions in the analysis of their marketing campaigns as they help to keep a record of all the campaigns thus helping to measure the effectiveness of each campaign. Digital marketing keeps a record of the number and duration of views of any particular ad, post, etc. and the effect of it on the sales, thus measuring the total impact of it.

The major advantages of this are, it reaches a large number of customers in very less time and is also cheaper, thus it saves the cost of the company and also increases the number of people reached. Digital marketing also helps to keep a record of the consumer behavior which includes their preferences, responses to various products, services and brands, etc. so the company can make or plan it further marketing strategy based on these observation, they can also decide their future product offering by looking at the customer behavior.

In this research the researcher analyse the digital marketing and it advantages for the customers and the impact of digital marketing.

REVIEW OF LITERATURE

Andrew T. Stephen(2015) The Role of Digital and Social Media Marketing in Consumer Behavior. Submitted to Current Opinion in Psychology special issue on consumer behaviour. This article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM). Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives. Much is still to be understood, and existing knowledge tends to be disproportionately focused on WOM, which is only part of the digital consumer experience.

P. Sathya(2015) A Study on Digital Marketing and its Impact. International Journal of Science and Research (IJSR) ISSN (Online): 2319-7064. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media. This

editorial concentrates on the magnitude of digital promotion for both customers and marketers. We scrutinize the result of digital marketing on the base of firm's sales.

ATSHAYA S, SRISTY RUNGTA(2016) Digital Marketing VS Internet Marketing: A Detailed Study. International Journal of Novel Research in Marketing Management and Economics. Vol. 3, Issue 1, pp: (29-33), Month: January-April 2016. The article talk about digital marketing and internet marketing. Majority of the population thinks that digital marketing and internet marketing are the same but they are not. As digital marketing is gaining a lot of importance as a marketing technique, it is important to understand the difference between the two of them. It is necessary to understand that they might be related to each other but there is a subtle difference between the two of them and this is what the article explains. The article concludes by stating that internet marketing is only a subset of digital marketing and the scope of digital marketing is far beyond internet marketing. The article gives certain examples of different channels under digital marketing, and also elaborates about some of the channels under internet marketing. Overall it explains the concept of digital marketing and internet marketing in detail, which would help in understating the difference between digital marketing and internet marketing.

Oscar Roboyo et al(2017) Mobile marketing: conceptualization and research review.Revista Journals.Vol 38. No.61. The paper covers a review of the definition of mobile marketing, summarizing their characteristics compared to traditional marketing channels. Next, different approaches and research findings related to the acceptance and attitudes towards the mobile marketing are explored, as well as some of the most relevant theoretical approaches in this area. Two aspects of the process of acceptance stands out: perceived usefulness and perceived ease of use. Finally, a set of recommendations is presented to direct future research efforts in the area of mobile marketing.

Marin Istvanic(2017) Digital Marketing in the Business Environment. 68 International Journal of Electrical and Computer Engineering Systems Volume 8, Number 2, 2017 67. Promotion of products has become an increasingly important component in the new digital age, mostly thanks to digital marketing. The traditional form of marketing is lagging behind digital marketing, which offers users new opportunities like personalized messages or answers to a search query. There are several ways to advertise on the internet, and in this paper, ways and tools will be presented that allow digital advertising as well as their advantages and disadvantages. Specifically, search engine optimization, search engine marketing, display advertising, social networking marketing and e-mail marketing will be discussed. Also, the goal of the paper is to enable more efficient creation and implementation of similar contents in new business environments through an insight into internet advertising, social and business networks.

OBJECTIVES OF THE STUDY

1. To study the various elements influencing to purchase through digital marketing.
2. To find the impact of digital marketing.

HYPOTHESES OF THE STUDY

1. There is no significant influence to purchase through digital marketing.
2. There is no significant impact of digital marketing.

ANALYSIS AND DISCUSSION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25 years	80	23.2	23.2	23.2
	26 - 34 years	165	29.5	29.5	52.7
	35 - 44 years	160	36.4	36.4	89.1
	45 & above	88	10.9	10.9	100.0
	Total	493	100.0	100.0	

Source-Primary data

From the above table it is found that the sample unit consists of 23.2% of customers in the age group of Below 25, it is followed by 29.5% of customers in the age group 26 to 34. Cumulated the 36.4% of customers lie in the age group 35-44. The remaining 10.9% the respondents in the age group above 45 respectively.

The sample unit is dominated by the age group of 35-44.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	202	40.9	40.9	40.9
	Female	291	59.1	59.1	100.0
	Total	493	100.0	100.0	

Source-Primary data

From the above table it can be found that, the sample unit is represented by 40.9% of male customers followed by 59.1% female customers are purchased in digital marketing. It shows that the sample is dominated by female customers.

It is concluded that the sample unit is dominated by female customers.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Post Graduate	95	19.3	19.3	19.3
	Graduate	140	28.4	28.4	47.7
	Diploma	150	30.4	30.4	78.1
	HSC	108	21.9	21.9	100.0
	Total	493	100.0	100.0	

Source-Primary data

It can be found that from the above table that the sample unit is represented by 19.3% of post graduate, 28.4% of undergraduate, 30.4% of Diploma holders, followed by 21.9% of HSC.

		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.192	.197		6.039	.000
	Offers	.445	.173	.046	2.576	.010
	Door delivery	.721	.227	.072	3.174	.002
	Exclusiveness	1.114	.167	.117	6.681	.000
	Satisfaction	.904	.163	.109	5.546	.000

Mode of payment	1.034	.150	.105	6.877	.000
Convenient timing	2.008	.203	.231	9.885	.000
Good feedback	.357	.232	.038	1.538	.025
Attractive service	.516	.208	.050	2.489	.013
a. Dependent Variable: Digital Marketing					

Source-Computed data

From the above table it shows that Offers (Beta=.046, $t=2.576$, $p=.010$), Door delivery (Beta=.0728, $t=3.174$, $p=.002$), Exclusiveness (Beta=.117, $t=6.681$, $p=.000$), Satisfaction (Beta=.109, $t=5.546$, $p=.000$) Mode of payment (Beta=.105, $t=6.877$, $p=.000$) and Convenient timing (Beta=.231, $t=9.885$, $p=.000$) Good feedback (Beta=.038, $t=1.538$, $p=.025$), Attractive service (Beta=.050, $t=2.489$, $p=.013$) are statistically significant at 5% level. This indicates that convenient timing and mode of payment influenced the customers to purchase through digital marketing.

FINDINGS AND CONCLUSIONS

1. There are various factors admiring customers to purchase through digital marketing. There are offers, door delivery, exclusiveness, satisfaction, mode of payment, convenient timing, good feedback and attractive service.
2. Above the all factors convenient timing to purchase and mode of payment admiring lot of customers to purchase through digital marketing.
3. Finally it concluded that digital marketing increased the sales, profit and improve the goodwill of the concern products. Moreover, digital marketing creates wide range of marketing to the products in all over the world.

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