

# A Study on Impact of Digital Marketing Buying Behaviour Towards Consumer in Kovilpatti (Thoothukudi District)

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**Abstract:** *The purchasing behaviour of buyer is changing at a quicker rate in the client situated market condition. The increase in Internet advertising is obviously beyond offline advertising. With more and more businesses recognizing the real value of their products and services in online ads, they are draining money from other types of offline advertisement. 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. 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.*

**Keywords:** Digital Marketing ,Internet, Marketing Social Media

## I. INTRODUCTION

Digital promoting is characterized as purchasing and selling of products, items and services by means of PC systems or web. Web and electronic trade innovations are changing the whole economy and changing the plans of action, income streams, client bases, and flexibly chains. New plans of action are rising in each industry of the new economy. Travel industry and ticketing has seen an adjustment in the most recent decades.

Digital Marketing refers to online marketing, internet marketing. Digital Marketing not only essential for grabbing wide area for marketing but it also equally essential for customers as it provide number of opportunity to talk directly with customers. In the highly competitive market and technology advancement with the usage of internet it has shift the marketing strategies to digital marketing strategies and the way of dealing with the customers with the passage of time.

### 1.1 Objectives of Study

1. To Know the Customer awareness of digital marketing for consumer behaviour.
2. To Analyse the Online Purchase behaviour of consumer in kovilpatti.
3. To Identify the Impact of digital Marketing on buying behaviour of consumer.

## II. REVIEW OF LITERATURE

Khasgiwala Vishal and Siany Monika (2014); In their investigation titled "Factor influencing consumer buying behaviour towards bikes among Indian youth. Hasty purchasing conduct is tested. Rash purchasing is a typical conducts today and can happen in any setting.

Dr.Venugopal and Swamynathan.C (2016); In their examination titled "A study on the lifestyle of youth and its impact on online shopping". Purchaser conduct contrasts with regards to the items, value, highlights, quality, bundling, way of life, status, age, age of the client and so on.

Sathish and A. Rajamohan (2012). In their study Consumer behaviour and buying behaviour marketing, a general approach of consumer is taken. A consumer's buying behaviour is seen as the sum of his interactions with his environment.

**III. DATA ANALYSIS AND INERPRETATION:**

S. No	Particular	No. of. Respondent	Percentage
1	<b>Age</b>		
	Below -15	15	30
	Teenage	25	50
	Adults	10	20
	Total	50	100
2	<b>Education qualification</b>		
	Graduate		
	HSC	19	38
	Work employees	15	30
		16	32
	Total	50	100
3	<b>Income</b>		
	10000-20000	10	20
	20000-30000	28	56
	30000-40000	12	24
	Total	50	100
4	<b>Total marital status</b>		
	Married	17	34
	Unmarried	33	66
	Total	50	100
5	<b>Occupation</b>		
	Private company	22	44
	Government	28	56
	Total	50	100
6	<b>Levels of satisfaction</b>		
	satisfied	18	36
	highly satisfied	20	40
	neutral	12	24
	Total	50	100
7	<b>Sources of internet usage</b>		
	Mobile phone	20	40
	laptop	18	36
	computer	12	24
		50	100

**SOURCES OF DATA:**

- According to age wise classification, there are 24 percentage of the respondents are in the age group of 20-30years and 46 percentage of the respondents are in the age group of 30-40years and 30 percentage of the respondents are in the age group.
- According to income 20 percentage respondent of 10000-20000,56 percentage respondent of 20000-30000,26 percentage respondent of 30000-40000.
- According to marital status 33 percentage respondents are married.17percentage respondent are unmarried.

- According to educational qualification 54 percentage respondent are educated.46percentage respondent are non - educated.
- According to sources of interest usage36 percentage respondent of 5-10%. 40percentage respondent of 10-15%. 24 percentage respondent of 15-20%.

**CHI SQUARE TEST:**

Level Age of satisfaction	Below 15	Teenage	Adults	TOTAL
Satisfied	5	7	6	18
Highly satisfied	8	5	7	20
Dis satisfied	4	5	3	12
Total	15	25	10	50

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5	6.12	1.12	1.25	0.20
7	6.12	0.88	0.77	0.13
6	5.76	0.24	0.06	0.01
8	6.8	1.2	1.44	0.21
5	6.8	1.8	3.24	0.48
7	6.4	0.6	0.36	0.06.
4	4.08	0.08	6.4	1.57.
5	4.08	0.92	0.85	0.21
3	3.84	0.84	0.71	0.18

*SOURCE: Primary data*

Computed data degree of freedom = (r-1) (c-1)  
 = ( 3-1) (3-1)  
 = (2) (2)  
 = 4

**Inference:** The calculated value of chi square is (3.05) is less than the table value the null hypothesis is accepted. Hence there is no significant association between the gender frequency of visits of the respondent and purpose of using digital markets.

**V. FINDINGS**

- Majority of the respondents of teenage 25, 50 percentage.
- Majority of the Majority respondents of education qualification graduate 38 percentage.
- Majority of the respondents are government company 56 percentage.
- Majority of the respondents are income 20000-30000 56 percentage.
- Majority of the respondents are married 66 percentage.
- Majority of the respondents are levels of satisfaction highly satisfied 20 40percentage.
- Majority of the respondents are internet usage of mobile phone 40 percentage.

**VI. SUGGESTION**

Based on the findings of the study, the researcher suggests the following recommendations to the online marketers to increase their sales in the rural market. Security of payment mechanism in the online shopping should be strengthened in order to mitigate the fear of women online shoppers to make the payment through online mode. Online marketers can design awareness programme among the people living in rural areas about the online shopping to increase their sales.

### **VII. CONCLUSION**

Online markets can design the strategy to attract the rural market. Online shopping shows an upward trend in terms of sales and the shoppers also opine a positive attitude towards online shopping. Every year the overall percentage of online sales is showing an increasing trend. Online shopping has great scope among the buyers in the rural market. So in future the physical type of stores may be converted into online shops to increase their sales.

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