

Impact Of Digital Marketing On Consumer Buying Behaviour Towards Electronic Products

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Abstract

Digital marketing is very economical and beneficial to the company's bottom line. This study suggests that understanding the digital media platforms used by their target audience is a crucial factor in ensuring the effectiveness of digital marketing for electronic products. The study was undertaken to examine a significant shift towards impact in digital marketing compared to old or conventional marketing. Consumers are increasingly looking online to find the best price from digital marketers. This study suggests that digital marketing services, including search engine optimisation (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing and social media marketing, can be very beneficial to businesses. These services, are also becoming more common as technology advances and include e-books, optical discs, games and digital media optimization. It is evident that digital media platforms have connected us all and as a result, digital marketers now have more ways than ever to reach consumers online.

Keywords: Digital Marketing, Electronic Products, Business, Digital Media, Digitalization.

Introduction

People frequently use online marketing strategies to contact consumers through digital platforms and promote goods and services. Digital marketing encompasses more than just internet marketing; it also includes, mobile devices (including SMS and MMS), social media marketing, display advertising, search engine marketing and numerous other digital media platforms. Using digital media, customers can access information at any time and from any location. Because of the availability of digital media, customers can now follow the opinions of friends, associations, peers, the media and other people, in addition to what businesses say about their brand. "Digital marketing" collectively refers to a variety of promotional strategies used to contact customers through digital technologies. In addition to mobile, traditional TV and radio, digital marketing encompasses a wide range of service, product and brand marketing strategies that primarily leverage the internet as a primary promotional channel. Generally speaking, online platforms are less expensive than other marketing channels, like in-person sales or sales through intermediaries or distributors. Furthermore, online marketing enables businesses to connect with customers that would not be reachable because of the geographical and temporal restrictions of current distribution methods. The primary benefit of going online for businesses is that it allows them to send out more information to a wider audience at a lower cost, which can enhance product marketing.

The significance of the study

The motive of the study is to show the impact of digital marketing on consumer buying behaviour towards electronic products.

Statement of the problem

Online marketers offer lower prices than offline marketers; they offer more discounts, affordable prices, a variety of new products and easy access to the latest trends. It is convenient to use, especially for electronic products and it is a user-friendly platform. It is always available for convenient exploration, 24/7 access and product purchasing. Before making a purchase, one can learn about the products. This study primarily focuses on the ease and comfort of the purchase process, taking into account various perceptions.

The study's objectives

The objective is to study the impact of digital marketing on consumer buying behaviour towards electronic products.

Hypotheses

H01: There is no significant difference between consumer demographic profile variables and consumer behavior towards electronic product marketing.

H02: There is no relationship between consumer demographic profile variables and the impact of digital marketing on electronic products.

Research Methodology

The process of enumeration, as well as the correct recording of outcomes, is referred to as data collection. The success of an investigation hinges on the proper data; the study involves assessing the respondent's various aspects and the researcher's employ in a practical world situation.

Sample Design

The approach of convenient sampling was used to get the main data. A questionnaire was used to perform a field survey. Respondents were selected conveniently, with a total of 150 respondents who have experience purchasing electronic products in digital mode.

Statistical Tools

The ANOVA, 't' test, regression analysis and percentage analysis have been used to analyse the connection between the impact of consumer buying behaviour on electronic products.

Literature Reviews

Yasmin (2015), the digital age presents new marketing opportunities and problems. Digital media facilitates the promotion of products and services. Digital marketing's core aim is customer acquisition and engagement. This study discusses digital advertising's value to consumers and marketers. This study analysed which digital marketing tactics work and how they affect sales. To prove digital marketing works, 150 consumers and 50 executives were randomly selected. Analyses used several statistical approaches. According to **Baber (2016)**, the rise of online word-of-mouth communication has changed customers' lives during the past decade. Due to the increasing growth of online communication and virtual media's neglect in developing nations, this empirical study explores how internet communication influences customers' buying intentions. This study studied how online word-of-mouth communication affects consumers' preferences, what motivates people to spread good word-of-mouth and how these characteristics affect consumers' electronics buying intentions. The heuristic-systematic model and attitude development theory guided the study's collection of 251 internet users' verbal recommendation, attitude, purchase intents, speaker knowledge and trustworthiness data. Confirmatory factor analysis and structural equation modelling were used to examine how mediator variables affect two constructs and how exogenous and endogenous variables compare. The results demonstrate that attitude influences the association between trustworthy online word-of-mouth and purchasing intentions. **Buchanan (2018)**, It is well established that conventional media pushes unhealthy products, influencing customers. Digital marketing's effects on young, online-famous people are uncertain. This review carefully explores juvenile attitudes and actions concerning risky products and online marketing. Most studies found that electronic advertising exacerbates risky product usage. Qualitative research showed how digital marketing affects kids. By using social media peer-to-peer information, marketers blurred the lines between marketing content and online peer activities. Digital marketing influences teens' use and perception of risky products. Peer-endorsed media marketing is worse than owned or bought media. Various products responded differently to electronic advertising. According to **Ali (2020)**, payment and shipping convenience make online shopping popular. COVID-19 makes internet shopping more tempting because of restrictions. The study assesses Iraqi consumers' adaptation to COVID-19's effects on electronic durable product purchases. Iraq's is the largest consumer electronics manufacturer, demonstrating how the epidemic may have encouraged Iraqis to adopt technology, as evidenced by the rise in online purchases. The pandemic has hurt brick-and-mortar sales worldwide, but many economies have yet to adjust to online shopping. In conclusion, COVID-19 may have prompted Iraqi customers to adopt technology and adapt their lifestyle. **Chopra 2021**, suggests word-of-mouth campaigns drive influencer marketing. Businesses are learning how social media affects purchases. This qualitative study uses the Theory of Planned Behaviour (TPB) to identify consumer behaviour-affecting influencer marketing elements. TPB influences customer behavior in a variety of ways. Peer influence did not affect customer behaviour, but attitudes towards influencers and perceived behaviour control that increased domain knowledge did. Personal significance, motivation and trust influenced behaviour, but perceived risk did not. Customers followed influencers for different product categories, so product influencer fit was crucial. Influencer posts can influence customers' choice, subject matter knowledge, brand awareness and preference.

4.2. Profile of the Respondents

The study of consumer profiles is very important and the present study includes the respondents' age, gender, education and income.

Table 1 Profile of the Consumers

Particulars	No. of Respondents	Percentage
Age	Upto 30 Years	27
	31 to 40 Years	67
	41 to 50 Years	36
	Above 50 Years	20
	Total	150
Gender	Male	81
	Female	69
	Total	150
Education	SSLC	27
	HSC/Diploma	61
	Graduate	44
	Post Graduate	18
	Total	150
Income (Per Month)	Below ₹.20,000	24
	₹.20,001 to ₹.40,000	57
	₹.40,001 to ₹.60,000	51
	Above ₹.60,000	18
	Total	150

Source: Field survey

Table 1 show that a maximum of 46.85 percent are in the age group of 31 to 40 years and the age group of 41 to 50 years constitutes 25.17 percent. The age groups of up to 30 years and above 50 years constitute 18.88 percent and 13.99 percent, respectively, of the total. This analysis reveals that the important age groups of consumers are 31 to 40 years old and 41 to 50 years old.

A maximum of 56.64 percent of the consumers were male, whereas the remaining 48.25 percent were female.

Consumers' educational qualifications at the secondary level account for 18.88 percent, the higher secondary level for 42.66 percent, the graduation level for 30.77 percent and the postgraduate level for 12.59 percent. This analysis reveals that consumers with higher secondary education and graduation in digital marketing dominate.

The important family income of the consumers is ₹.20,001 to ₹.40,000 and ₹.40,001 to ₹.60,001, which constitute 39.86 and 35.66 percent, respectively. The number of consumers with family incomes below ₹.20,000 and above ₹.60,000 constitutes 16.78 percent and 12.59 percent, respectively.

Table 2 Impact of Digital Marketing on Consumer Buying Behaviour of Electronic Products

S. No.	Sources	5	4	3	2	1	Total
1	Online purchasing of electronic products lowers the price.	57	72	10	2	9	150
		38.00	48.00	6.67	1.33	6.00	100.00
2	Offers and discounts are more can be obtained in online platform purchase.	59	50	26	12	3	150
		39.33	33.33	17.33	8.00	2.00	100.00
3	New technological resources can be claimed at first.	69	46	22	12	1	150
		46.00	30.67	14.67	8.00	0.67	100.00
4	Convenient to use.	58	46	18	16	12	150
		38.67	30.67	12.00	10.67	8.00	100.00
5	User friendly platforms	74	51	13	10	2	150
		49.33	34.00	8.67	6.67	1.33	100.00
6	Damages and issues can be solved easily with replacement of products	63	53	22	6	6	150
		42.00	35.33	14.67	4.00	4.00	100.00
7	World level inventions can be obtained easily.	34	62	28	11	15	150
		22.67	41.33	18.67	7.33	10.00	100.00
8	Waiting duration is more.	8	8	16	47	71	150
		5.33	5.33	10.67	31.33	47.33	100.00
9	Worth for money	60	60	15	9	6	150
		40.00	40.00	10.00	6.00	4.00	100.00
10	Payment can be refund during certain situations.	56	64	18	7	5	150
		37.33	42.67	12.00	4.67	3.33	100.00

Source: Primary Data

Table 2 shows that a maximum of 49.33% strongly agree and 34.00 percent agree with user-friendly platforms, followed by 46% strongly agree and 30.67 percent agree with new technological resources can be claimed at first and 40 strongly agree and 40% agree with worth for money are dominant impact factors. The next level of 39.33% strongly agree and 33.33 percent agree that offers and discounts are more prevalent in online purchases, 38.67% strongly agree and 30.67% agree that online purchases are convenient to use, 38% strongly agree and 48% agree that online purchases are low in price, 37.33% strongly agree and 42.67% agree that payment can be refunded during certain situations and 22.67% strongly agree and 41.33 percent agree that world-class inventions can be obtained easily are also important factors among the respondents About 5.33% strongly agree and agree that waiting duration is more important. The least agreement among the selected respondents indicates that there is no need to wait alone.

An examination of profile variables and consumer behavior

The ANOVA test analyzed the profile variables such as age, education and income, while the 't' test analyzed gender and presented the results in Table 3.

Table 3 Impact of Digital Marketing on Consumer Buying Behaviour of Electronic Products

Variables		N	Mean	S.D.	F or 't' Value	Sig.
Age	Up to 30 years	27	40.52	4.51	3.313	0.022*
	31 to 40 years	67	36.70	5.40		
	41 to 50 years	36	38.19	5.79		
	Above 50 years	20	38.40	5.67		
	Total	150	37.97	5.51		
Education	SSLC	27	36.44	6.44	3.538	0.016*
	HSC/Diploma	61	37.72	5.15		
	Graduate	44	37.77	4.86		
	Post Graduate	18	41.61	5.62		
	Total	150	37.97	5.51		
Income	Below ₹.20,000	24	38.75	5.53	0.832	0.478 (NS)
	₹.20,001 to ₹.40,000	57	38.49	4.87		
	₹.40,001 to ₹.60,000	51	37.02	5.84		
	Above ₹.60,000	18	38.00	6.48		
	Total	150	37.97	5.51		
Gender	Male	81	37.77	5.74	0.503	0.616 (NS)
	Female	69	38.22	5.27		

Source: Computed from Primary Data * Significant @5% (NS) Not Sig.

Table 4 shows that age and education are significant, since the F values of 3.313 and 3.538, a mean score of 4.25 and the F value of 4.890 are significant at the five percent level and hence the stated hypothesis is rejected. However, the F value of income (0.832) and the 't' value of gender (0.503) do not have a significant impact on digital marketing. Hence, the stated hypothesis is accepted.

Table 3 Impact of Electronic Products Purchase through Digital Marketing

S.No.	Sources	Always	Usually	Occasionally	Not Usually	Never	Total
1	Latest Technology can be attained easily	56	64	18	7	5	150
		37.33	42.67	12.00	4.67	3.33	100.00
2	Convenient way of seeking electronic products	45	55	15	32	3	150
		30.00	36.67	10.00	21.33	2.00	100.00
3	24/7 access to products	68	43	17	8	14	150
		45.33	28.67	11.33	5.33	9.33	100.00
4	Various payment mode options available.	72	35	8	18	17	150
		48.00	23.33	5.33	12.00	11.33	100.00
5	Full information about the product can be known before purchase itself.	74	42	8	11	15	150
		49.33	28.00	5.33	7.33	10.00	100.00

Source: Primary Data

Table 3 indicates that a maximum of 49.33% strongly agree and 28% agree that full information can be known before purchases, followed by 48% strongly agree and 23.33% agree that various payment mode options are available and 45.33% strongly agree and 28.67% agree that 24/7 access to products is an important impact factor. The study reveals that 37.33% strongly agree and 42.67 percent agree that accessing the latest technology is easy, while 30% strongly agree and 36.67 percent agree that convenient ways of seeking electronic products are also important factors.

This study aims to analyze the impact of digital marketing.

Regression analysis is used to analyse the profile variables of consumers and the impact of digital marketing, as presented in Table 4.

Table 4 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
Age	0.144 ^a	0.021	0.014	0.91670
Education	0.148 ^a	0.022	0.015	0.90630
Income	0.104 ^a	0.011	0.004	0.89757
Gender	0.010 ^a	0.000	0.007	0.50173

a. Predictors: (Constant), Impact of Digital Marketing

Source: Computed from Primary Data

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
Age	Regression	2.624	1	2.624	3.123	0.079
	Residual	124.369	148	0.840		
	Total	126.993	149			
Education	Regression	2.708	1	2.708	3.297	0.071
	Residual	121.565	148	0.821		
	Total	124.273	149			
Income	Regression	1.307	1	1.307	1.623	0.205
	Residual	119.233	148	0.806		
	Total	120.540	149			
Gender	Regression	.003	1	0.003	0.014	0.907
	Residual	37.257	148	0.252		
	Total	37.260	149			

a. Dependent Variable: Age, Education, Income and Gender

b. Predictors: (Constant), Impact of Digital Marketing

Source: Computed from Primary Data

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
Age	(Constant)	2.970	0.372	0.144	1.767	0.079 (NS)
	Impact of Digital Marketing	0.033	0.019			
Education	(Constant)	3.007	0.368	0.148	1.816	0.071 (NS)
	Impact of Digital Marketing	0.033	0.018			
Income	(Constant)	1.966	0.364	0.104	1.274	0.205 (NS)
	Impact of Digital Marketing	.023	0.018			
Gender	(Constant)	1.437	0.204	0.010	0.117	0.907 (NS)
	Impact of Digital Marketing	0.001	0.010			

a. Dependent Variable: Age, Education, Income and Gender

Source: Computed from Primary Data (NS) Not Sig.

The ANOVA table indicates that F values of 3.123, 3.297, 1.623 and 0.014 with the consumer profile variables are not significant. Hence, the state hypothesis is accepted. The **coefficients** table shows the beta value of age (0.144) and 't' value (1.767), which is not significant. Similarly, the beta value of education (0.148) and the 't' value (1.816) are also not significant. In the case of income, the beta value (0.104) and the 't' value (1.274) are likewise not significant. However, the gender beta value (0.010) and the 't' value (0.117) are also not significant. Hence, the stated hypothesis is accepted.

The study's recommendations

1. Digital marketing is a new way of promoting products, but it all depends on the marketer and the product they promote.
2. Digital marketing influences customers towards new and technological items by creating fake trends and disparaging electronic gadgets, without considering the consumer's use or geographical location.
3. The Digital Marketing are high in spreading various cultural habits but it also makes us too busy with technological and electronic products and makes us depend on e-gadgets.

Conclusion

One significant benefit of the internet is that it gives access to a global consumer base, allowing them to research, choose and purchase goods and services from all over the world. In this study, we suggest digital marketers concentrate on content advertising, search engine optimisation and social media marketing, the four components of digital inbound marketing. Furthermore, we have established a definition that should serve as the foundation for this idea. Furthermore, we extend our research on marketing responsibility in online environments by analysing the indicators discussed in this paper. Measuring digital inbound marketing efficacy and efficiency is essential and doable. By measuring each strategy, programme, activity and approach used by online businesses at every stage of their sales cycles, they may gain a comprehensive picture of their online marketing performance. Additionally, by employing this data, organisations can make better decisions that will ultimately promote expansion and success as a whole.

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