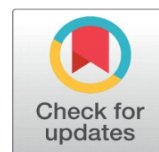


EFFECTS OF DIGITAL MARKETING ON BUYING BEHAVIOR AMONG THE ONLINE BUYERS IN CHIDAMBARAM

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ABSTRACT

In this context, digital marketing is the best possible way to meet out the objectives. It is the usage of techniques for reaching a larger audience through some channels like the websites, social media, online advertisements through search engines, advertisements made through multimedia, interactive marketing, e-marketing, mobile marketing and so on. The current research study aims to explore the influence of such digital marketing on the buying behavior of consumers. This study has used questionnaires for the purpose of data collection from the respondents of Chidambaram who made online purchase. The respondents are selected on the basis of simple random sampling and the sample size of the study is 100. The data collected for the study is put into regression analysis for further interpretation of the data. The study reveals the finding that the digital marketing has got a positive influence over the buying behavior.

Keywords: Digital Marketing, Buying Behavior

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1. INTRODUCTION

The concept of digital marketing is very wide and comprises of internet marketing, marketing through social media, marketing through search engine etc. the individuals are becoming more social [Balathandayutham \(2020\)](#). They are making more usage of internet, applications and social media and this usage has become an important aspect of the life of every individual. With the help of digital marketing, the marketers are able to reach the target consumers through their products. The channels of digital marketing include social media, marketing through e-mail, e-commerce, websites, etc. prior to the introduction of a product in the market the marketers have got the duty to make an online survey and get their responses from the perspective consumers [Balathandayutham and Anandanatarajan \(2020a\)](#), [Balathandayutham and Anandanatarajan \(2020b\)](#), [Balathandayutham and Anandanatarajan, K. \(2020c\)](#), [Balathandayutham, P., & Anandanatarajan, K. \(2020d\)](#). This enables the marketers to introduce a product as per the wants of the consumers after making a detailed analysis of the response of the consumers [Balathandayutham and Anandanatarajan \(2020a\)](#), [Balathandayutham and Anandanatarajan \(2020b\)](#).

The consumer's purchase behavior is better understood through the understanding of the process of decision-making by the consumers. The process of decision-making comprises of 5 steps. They include identification, searching information, evaluating the alternatives, decision regarding purchase and

evaluation after purchase.

2. STATEMENT OF PROBLEM

The consumer behavior is affected by the effective and efficient online communications of marketing, regarding the frequency of purchase and consistent visit to the online stores of shopping. In this context, there arises the issue of exploring the influence of effective marketing through online techniques, proper communication as well as the regular online delivery of products, when the consumer consistently visits the online stores.

3. OBJECTIVES

The aim of this research article is to identify the influence of digital marketing on the buying behavior of consumers.

4. REVIEW OF LITERATURE

[Mahalaxmi and Ranjith \(2016\)](#) had examined the effect of digital marketing on the purchase decisions of the consumers. The study was done in the context of the consumers of Trichy. The study also explored whether the consumers were aware of online marketing. The data was collected through a survey done among 50 consumers. Chi-square test was performed to analyze the data. The outcomes showed that the consumers were aware of the digital marketing and also their preference to make online shopping of products and services. The limitation of this study was that, it was done in the context of a particular region alone.

[Simarpreet et al. \(2019\)](#) examined the effect of digital media on the buying behavior of the consumers. The online techniques have altered the retail outlets in the past decades and will continue to develop in the future too. This can be seen through the surveys done among the consumers who exhibited that their shopping becomes convenient through online tools. The retail marketing has got a greater level of dependence on the influences of technology, as there will be transparency in price, mobile alerts and sharing of social messages. Certain tools that are available for the retailers in the digital marketing include website design, content strategy and custom alerts. Questionnaires were used to collect data for the study.

[Ugonna et al. \(2017\)](#) explored the impacts of digital marketing on the consumer behavior. The study was done in the context of online companies of Owerri in Imo State of Nigeria. The authors had identified the impacts of the effective digital marketing, efficient communication as well as the on-time delivery of products on the frequency of consumer visits and their patronage to the online stores of the aforesaid region. The study was done by employing 6 research queries and 6 hypotheses. The respondents were given questionnaires to be filled in for the purpose of collecting data needed for the study and the number of respondents were 300. The questions of the study were analyzed by performing mean analysis and the hypothesis of the study was analyzed by employing Z-test. The data collected for the study was analyzed using SPSS (Statistical Package for Social Sciences) software. The results showed that effective channels of digital marketing had influences over the frequency of visits by the customers and their patronage towards the online stores.

5. RESEARCH METHODOLOGY

In order to examine the effect of online marketing on the buying behavior of consumers, this study has used questionnaires for the purpose of data collection from the respondents of Chidambaram who made online purchase. The respondents are selected on the basis of simple random sampling and the sample size of the study is 100. The data collected for the study is put into regression analysis for further interpretation of the data.

6. ANALYSIS AND INTERPRETATION

R	R Square	Adjusted R Square	F	Sig.
.909(a)	.826	.808	47.356	.000(a)

a. Predictors: (Constant), Digital Marketing

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.868	.132		6.587	.000
Online company's social media pages help me receive feedback from my digital media company constantly.	.112	.023	.252	4.761	.000
Online company pages on social media have a wide range of supporting tools that help to deliver better information	.018	.034	.036	.534	.595
Online company's pages on social media enables me to acquire more information about my product and services	.050	.025	.096	1.979	.051
Online company page on social media provides me with the opportunity to state my opinions freely	.096	.032	.214	2.981	.004
Online company's page on social media is up-dated regularly	.163	.029	.343	5.638	.000
Online company's pages on social media always responds to my question or/and observation	.066	.025	.150	2.692	.008
Do you have positive reactions to advertisements on social media?	.075	.023	.182	3.290	.001
I will enquire more information on the product because of the advertisement	.048	.017	.154	2.826	.006
Does the visuals and slogans of the chosen advertisement provide a memorable familiarity to the brand	.104	.026	.236	3.985	.000

Dependent Variable: Buying behaviour

Findings show that all statement of Digital Marketing was significant. The table also shows a positive coefficient, which means that between all the statements, two statements were not influence on the buying behaviour in Chidambaram. There was

a relation found between the dependent variable and the digital marketing. The analysis done through regression exhibits that among nine factors, seven factors was influence over the buying behaviour. The coefficient value, R2, was found to be 0.826 through multiple regressions, which shows that 82.6% of the independent variables had an influence on the buying behaviour of Chidambaram online users. In order to examine whether the value of coefficient (R2) is significant or not, ANOVA was executed. The F value so got was 47.356 which means $p < 0.000$. This finding shows that there was a significant relation between the dependent and the independent variable. It was also reported that digital marketing was seen to predict buying behaviour. Findings show that the buying behaviour of the online users is highly influenced by digital marketing.

7. CONCLUSION

The study presented here shows that the modern individuals are more aware of the channels of digitalization and they give their first preference to purchase products through online techniques. The reason for opting the digital channels for purchase of products is its convenience by which the individuals make a purchase. The study reveals the finding that the digital marketing has got a positive influence over the buying behavior of the consumers. This means that the consumers have started patronizing the digital techniques for all types of purchase.

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