

Study on Digital Marketing and its Impact on the Consumer Behaviour in Tiruchirappalli District

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Abstract

The concept of digital marketing progress way backs from the 1970s a selectronic commerce begins. The need for electronic commerce shoots from the demand of businesses and governments to make better use of figuring out and to apply computer technology to improve customer interaction, business processes, and information exchange. It talks about the techniques and strategies that are used for marketing of the products and services on different digital platforms. Digital marketing aids in fascinating customers as progressively more people are engaged in digital world. Internet is the core area of digital marketing as it is the comprehensive channel of communication accessible for all kind of businesses. The objective of the study is to analyse, the impact of digital marketing on the consumer behaviour, in the quantitative research study, the field survey i.e. face-to-face survey has been conducted with the list of questionnaires. The eligibility of the respondents has been filtered through screening questions. The size of sample is 120 respondents in Tiruchirappalli District. The Conclusion of the study is digital marketers used consumer research from a positivist or interpretative viewpoint and used various methodologies to study consumer behaviour at every phase of the consumption process. Consequently, consumer behaviour has become an integral part of strategic digital marketing plan. Digital marketing research proved that social media marketing is more important.

Keywords: Electronic commerce, Digital marketing, technology

I. INTRODUCTION

The concept of digital marketing progress way backs from the 1970s as electronic commerce begins. The need for electronic commerce shoots from the demand of businesses and governments to make better use of figuring out and to apply computer technology to improve customer interaction, business processes, and information exchange. During the 1970s, the introduction for electronic fund transfer (EFT) among banks over secure private networks has changed financial markets. Electronic fund transfer optimized the payments electronically and gave remittance/payment information. Today, there are lot of EFT options, including the use of debitcards that is becoming ever-present at pointsof sales (POS)ingrocery stores, retailoutlets,and directd eposits to bank accounts etc. Each day, over \$4 trillion change hands via EFT over the computer networks concerning banks, automated clearinghouses, and companies. In the 1990s, the establishment of World Wide Web (WWW) over the internet represents a turning point in electronic commerce by providing easy-to-usetechology solution to the problem of information publishing and dissemination. The conception of digital marketing appears steadily from the launch of World Wide Web. In 1990, Tim Berners-Lee produced the very first World Wide Web server anditsbrowser.Itreleasedas commercial use in 1991.In 1994 other progresses have taken place, like online banking etc.

Digital marketing and e-commerce:

E-commerce can be described as the buying and selling of goods or services through electronic means. Like internet, mobiles, telephones, ATMs fax machine, etc. Digital marketing means marketing of products and services through digital platform. It talks about the techniques and strategies that are used for marketing of the products and services on different digital platforms. Digital marketing aids in fascinating customers as progressively more people are engaged in digital world. Internet is the core area of digital marketing as it is the comprehensive channel of communication accessible all kind of businesses. Digital marketing is differ from traditional marketing, which enables the organization to analysis marketing campaigns and followthe actions such as which item is being viewed ,how frequently the item is beingviewed,sales event analysis, what content is not efficient, in real time. Digital marketing sometimes is called as online marketing especially in the United States due to the fact that its proliferation area is mainly internet. Websites, blogs, e- mails, app, social media are the most popular platfroms of digital marketing. Socialmedia is the most leading and most growing area of

digital marketing.

Objectives of the Study

1. To analyse, the impact of digital marketing on the consumer behaviour.
2. To study, the impact of online ad banners on the consumer behaviour with special reference to select cities.
3. To know, the future prospects of digital marketing with special reference to DWOM and online ad banners.

Methodology and design of the study:

In the quantitative research study, the field survey i.e. face-to-face survey has been conducted with the list of questionnaire. The eligibility of the respondents has been filtered through screening questions. The size of sample is 120 respondents in Tiruchirappalli District. The sample has been selected on a random basis of the internet users and above 18 years of age.

Literature Review

Rohan Samsona, Mita Mehtab, Prof. Arti Chandanic (2014) this study reveals the usefulness of online digital communication as a medium for marketing with respect to the automobile industry-particularly the passenger car segment. This study purely focused on the online communication which made an impact on the traditional form communication among the sellers and the buyer with special reference to car segment.

Patrali Chatterjee (2008) conducted the study entitled “Are Unclicked Ads Wasted? Enduring Effect of Pop-Up Ad and Ad Banner Exposures on Brand Memory and Attitudes” The study made an effort to understand do creative ad executions like large ad sizes and intrusive ad formats that enhance communication outcomes and click-through instantaneously once an exposure persists over time? In inspecting this inquiry, the study has emphasis on the role of advertisement size small/large and ad exposure format (voluntary v/s intrusive) on instant and delayed brand recall, Brand attitude and ad acknowledgment on web-based media. Voluntary exposure ad formats such as text and banners ads are more possible to be cognitively avoided meanwhile it is a subconscious and automatic process that happens in comparable with browsing activity and need not require any behavioural action by the consumer. Intrusive ad formats such as pop-ups which disturb browsing activity and demand instant response are further possibly to be physically avoided through closing them. Prior research on pre-attentive processing and endurance of implicit/ explicit memory and memory for sub-goals backs conclusions gains from using the intrusive ads accumulate when ad sizes are comparatively small and negative impact of intrusiveness decay over the time.

Analysis and Interpretation

Demographic Profile of the Respondents

Demographic		No. of respondents	Percentage
Gender	Male	48	40
	Female	72	60
Age	Below 20	24	20
	20-40	36	30
	40-60	36	30
	Above 60	24	20
Educational qualification	Illiterate	10	8
	Hr. Sec	17	14
	Graduate	38	32
	Professional degree	48	40
	Any other	7	6

Source: Primary data

This table shows that the digital marketing and its Impact of Consumer behaviour, 40 percent of the respondents were Male and 60 percent of the respondents were Female. The digital marketing and its Impact of Consumer behaviour 20 percent of the respondents belongs to the age group of Below 20 years, 30 percent of the respondents belongs to the age group of 20-40 years, 30 percent of the respondents belongs to the age group of 40-60 years, 20 percent of

the respondents belongs to the age group of above 60years. The digital marketing and its Impact of Consumer behaviour 8 percent of the respondents were illiterate, 14 percent of the respondents were Hr. Sec, 32 percent of the respondents were Graduate, 40 percent of the respondents were professional degree, and 6 percent of the respondents have chosen any other.

Suggestions

After a significant discussion in the areas of digital marketing and its impact on the consumer behaviour the study has highlighted some of the following suggestions. As far as online ad banners and its impact on the consumer behaviour is concern, the following are the few suggestions; the marketers should be very specific and precise in their strategies. The marketers should go for the larger size of an online ad banner which grabs the attention easily which enable the audience in a bounding situation where consumer could not ignore it easily. But at same time, the smaller size of ad banner is also fair enough to practice, the only thing is that it has a less possible chances of getting the attention from the audience.

However, the marketers should be very careful and smart enough about the appearance part of banner in the boundaries of websites as it plays a crucial role in the effectiveness of it, though it is small in size. And, also the company should not cover the whole webpage with full of ad banners as that leads to ignorance from the consumers end. The marketers should design their content or message in ad banners in such a way that it should be short, simple, attractive, and relevant. More importantly should not violate any ethical and social values like portraying women in an inappropriate way. It has also been suggested that an online ad banner should be fashioned in perfect way as it directly deals with impulse purchasing behaviour of consumers.

II. CONCLUSION

The aim of this research topic is to demonstrate and attest the positive influences of digital marketing on the customer behaviour. Available sources were considered, in which initial research evidence identifies and examines how digital marketing affects customer behaviour. Digital marketing is concerned with not only marketing itself and segmenting market, but also with taking strategic management decisions. However, digital marketers used consumer research from a positivist or interpretative viewpoint and used various methodologies to study consumer behaviour at every phase of the consumption process. Consequently, consumer behaviour has become an integral part of strategic digital marketing plan. Digital marketing research proved that social media marketing is more important.

III. REFERENCES

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