

A Study On Consumers Preferences And Buying Behaviour Using Digital Marketing.

Kavi nilavu.n ^{1*}, Dr.C.L. Jeba Melvin ²

¹Ph.D. Part Time Scholar, (Regd: 21223111062018) Research Centre in Management Studies, Nesamony Memorial Christian College, Marthandam, affiliated to Manonmaniam Sundaranar University, Tirunelveli-627 012, Tamil Nadu, India

Email ID : kavipandian777@gmail.com

²Associate Professor & Head of Research Centre in Management Studies, Nesamony Memorial Christian College, Marthandam, affiliated to Manonmaniam Sundaranar University, Tirunelveli -627 012, Tamil Nadu, India.

Email ID : jebamelwyn@gmail.com

ABSTRACT

Digital marketing enables brands to endorse their products at the right place and time, where the consumer is most likely to make an impulsive or spontaneous purchase. Brands use tactics like online deals, offers, and discounts that convince the customer to buy their products in an instant. This is highly unlikely in an offline setting and can be used by marketers to lure customers. With information being available online, irrespective of the day and time, consumers can shop, go through reviews, compare, and do many more things at the same time. Consumers buying behavior oscillate occasionally to overcome such factor marketers use social media to reach customers eventually and grasp them according to their needs, taste, and choice of a product. They are given the convenience, variety, options, offers, free delivery to the doorstep, and before and after product delivery communications to hold and stimulate to buy frequently. With such a massive user base, digital marketing can help capture large audiences and influence their purchase and decisions. This study includes data on what customers buy, where they buy it, and when they buy it. It also displays data on their purchasing intent, frequency, and other factors.

Keywords: *Digital Marketing, Buying behavior, preference, customers.*

1. INTRODUCTION:

Marketing specialists have the opportunity to reach their customers directly through online platforms and increase their visibility. With easy access to the internet, consumers have become curious and want to conduct thorough research before buying anything online. With almost every brand marketing its products and services online, it has become convenient for consumers to research, compare experiments and then make a suitable purchase decision. This decision is largely told by the information they find online, making it pivotal for brands to have a strong online presence.

Consumers are always emotional when they are purchasing or making decisions, when they see something that stimulates their desire to buy and they make an immediate purchase. Digital marketers utilize this phenomenon to actively attract consumers through different digital channels by giving them promotions, discounts, offers, and gifts.

2. REVIEW OF LITERATURE:

Dr. Komal Nagrani (2021) researched that digital marketing includes the promotion of products and services by using various forms of electronic medium. The main purpose of digital marketing is to attract prospects and existing customers and also allow them to interact with the brand through digital media. The use of technology in Marketing helps marketers to precisely

know customer preferences, behavior, and a purchasing trend which ultimately helps to design the most effective marketing strategy to target them.

Shruti Gulve (2021) researched that digital marketing influences consumer buying behavior to a great extent. It even has the power to alter consumers' purchasing decisions. Digital channels such as websites, blogs, and social media play an important role in increasing the sales of a firm and improving its relationships with customers. Hence, it is important to understand how and in what aspect these channels influence consumers. This paper focuses on the influence of digital advertisements, social media, blogs, and reviews on consumer buying behavior.

Jiarui Zhou (2021) examined that more and more consumers are looking for convenience in daily life, and they are more tend to use personalized services or shopping experiences, so brands chose to use artificial intelligence to demonstrate their products and service to satisfy consumers' different needs, which has higher efficiency than traditional strategy. Consumers are more willing to participate and engage with the marketing process, and with the advanced consumer behaviors, enterprises are followed to expand their digital channels and create more attractive content for consumers.

Rohit Mehta (2020) examined that consumer behavior changes when it comes to the product, price, features, quality, packaging, buying behavior, status, generation, age of the customer, etc. The changing preferences of the present-day customer affect the purchasing pattern

because they mostly follow the rhythm of fashion and taste according to the changing time. A consumer begins to feel safe with the service provider or supplier when transactions are done successfully. When consumers trust the company, they realize that this organization can satisfy their requirements and needs and in the long run, they become committed to the company. Consumer online purchase decisions have mainly focused on identifying the factors that affect the willingness of consumers to engage in internet shopping.

Dr.P.Ganapathi (2021) attempted to determine that digitalization has brought a positive impact on consumer behavior. The greater change can be seen in big cities and among working couples due to lack of time it is convenient for them to do buying, and payments at any time anywhere. Also, digitalization gives rewards to the consumer in form of coupons, gift vouchers, discounts, cash back, and cash discounts which motivate them to use digital transactions.

Nidhi Tandon (2018) researched to examine that digital marketing markets the product and services mainly on the internet but also on any digital medium like mobile phones. Marketing through a digital medium gives more satisfaction to the customers as they can ask queries and can also give suggestions related to any product or service. Today online shopping like Myntra provides various brands and it becomes convenient for customers to shop at any time at any place by just downloading one app by using the internet, it also proves 30 days exchange or return policy which increases the satisfaction level of the customers. Today almost everyone relies on online shopping for every kind of product whether it is grocery items or it is clothing, today everyone knows how to visit the company website and refer to a particular product and make an order for a particular product, and gives feedback. It is the right of every customer to get complete information related to every product nothing should be hidden from the customers as they can file complaints for any product if they are cheated. With the other related products, customers can make comparisons and place orders at any time according to their preferences, as digital marketing provides 24-hour services to the customers so that they can do shopping at any time whenever they are free. Now there is no need to take out time from a busy schedule for shopping as customers can do it at any time at any place without any fear as there is transparent pricing of the product and they can do comparisons from many and buy products of the least price.

Digital marketing provides an opportunity for the customers to have a look at the information of the product provided by the company and can able to do comparisons accordingly so that they can enjoy the right to choose and

can place an order at any time 24*7 at any place. With the updated technologies and increase in the usage of internet engagement, the interconnectivity of consumers is increasing day by day as a result of which consumer behavior changed and organizations should understand the behavior of a consumer.

SCOPE OF THE STUDY:

The presentation examines the consumer's preferences and buying behavior in purchasing a product using digital marketing. The main focus is on the influence of digital marketing on consumers buying behavior.

3. OBJECTIVES OF THE STUDY:

1. To identify the preference of the customers regarding Digital marketing.
2. To study the influence of digital marketing on consumers buying behavior.

4. RESEARCH METHODOLOGY:

Sources of Data:

In this study, both primary and secondary data were used. Primary data were collected directly from the respondents and secondary data from various websites, journals, and magazines. Percentage analysis is used to find out the results of the objectives.

Sample Design:

The Sampling method used for the research is Convenient sampling.

Convenience sampling is a non-probability sampling technique. In which subjects are chosen on the basis of accessibility and proximity.

Sample Size:

Sample size in research is the number of subjects or participants that are selected from the population and represent it for a specific study.

The sample size of this study is about 110 respondents.

5. LIMITATIONS OF THE STUDY:

For this research details for data analysis are collected online. The questionnaire was prepared and filled out by respondents online. So, it is difficult for us to find out whether the given data are accurate, there may be unanswered questions, and difficulty in interpreting the sentiments behind the answers.

6. DATA ANALYSIS:

The primary data collection and its analysis are given below,

VARIABLES	PARTICULARS	PERCENTAGE
Gender	Female	63.6%
	Male	36.4%
Age	20-30	78.2%

	31-40		10%
	41-50		7.3%
	50 & Above		4.5%
You are a	Student		43.6%
	Job holder		39.1%
	Homemaker		9.1%
	Business person		8.2%
Are you aware of Digital Marketing	Yes		60.9%
	Somewhat		33.6%
	No		5.5%
What would motivate you to consider buying online?	Price		30%
	Convenience		49.1%
	Quality		19.1%
	Quantity		-
	Package		1.8%
Do you tend to buy more where there are special offers in a pack?	Always		19.1%
	Sometimes		71.8%
	Never		9.1%
Within how much time you will buy?	Days		10%
	Weekly		20%
	Monthly		70%
Which among the following social media do you prefer to purchase?	Whatsapp		12.7%
	Facebook		1.9%
	Instagram		27.3%
	Gmail		6.4%
	Others		51.8%
Are you satisfied with the quality while purchasing online?	Very high		8%
	High		42%
	Neither high nor low		53%
	Low		5%
	Very low		2%
Frequency of purchasing a product using digital marketing.	Normal Days	Very high	8%
		High	18%
		Neither high/ low	45%
		Low	34%

	Functions	Very low	5%
		Very high	7%
		High	38%
		Neither high/ low	42%
		Low	14%
		Very low	9%
	Festival days	Very high	11%
		High	39%
		Neither high/ low	40%
		Low	12%
		Very low	8%
Which one is convenient?	Package	Never	10%
		Rarely	23%
		Sometimes	44%
		Often	16%
		Always	17%
	Doorstep delivery	Never	6%
		Rarely	21%
		Sometimes	32%
		Often	21%
		Always	30%
	Payment mode	Never	8%
		Rarely	20%
		Sometimes	37%
		Often	23%
		Always	22%
Are you satisfied with the services while purchasing online?	Strongly satisfied		13%
	Satisfied		74%
	Indifferent		19%
	Dissatisfied		1%
	Strongly dissatisfied		3%
Whether you will change the decisions regarding purchase due to these factors.	Offers/ discounts	Never	12%
		Rarely	32%

		Sometimes	42%
		Often	10%
		Always	14%
	Quality	Never	12%
		Rarely	22%
		Sometimes	35%
		Often	12%
		Always	29%
	Package	Never	18%
		Rarely	24%
		Sometimes	44%
		Often	10%
		Always	14%
	Advertisement	Never	24%
		Rarely	31%
		Sometimes	33%
		Often	12%
		Always	10%
Would you repeat your purchase online again?	Yes		51.8%
	May be		44.5%
	No		3.7%
How likely is it that you would recommend others to purchase online?	Always		20%
	Often		28.2%
	Rarely		46.4%
	Never		5.5%

7. FINDINGS:

Consumer preferences and buying behavior change as per the current trend. It also differs from person to person accordingly to age, gender, place, class, and individual interest. Nowadays expectations of consumers increased they prefer convenience in their purchases. They get many options in it and there is no limited way, they get an opportunity to compare with more sites to choose the most convenient and best. Many social media like WhatsApp, Facebook, Instagram, Gmail, and others helps in purchasing about many reviews. They also provide free delivery, offers, discounts, gifts, etc which in turn

motivates consumers to repeat online shopping and it extends to family, friends, and so on. Thus digital marketing influences the consumer's preferences and buying behavior.

8. SUGGESTIONS:

It is advisable to choose the way of purchasing according to the convenience of your circumstances. Consumer buying behavior has also digitalized according to the digital era. Purchasing products using digital marketing creates easy access across all devices so that you can go through many sites to get a better choice. It also assists in effortless payment by using digital payment methods. It provides fast and reliable delivery at the doorstep with

reduced shipping costs and speeds up delivery times to meet customer expectations. It is more convenient for all types of consumers.

9. CONCLUSION:

This study reveals that consumers purchase online for packaging, convenience, saving time, and for available varieties and services. Both males and females have relatively the same type of behavior towards liking and disliking factors. They like home delivery facilities but dislike the inability to touch and feel the product most. Consumers use several channels to learn more about a product or brand before buying the product. Apart from that, social media showcase the brand image of a product and play a critical role in helping the consumer decide about purchasing. Customers generally use websites, blogs, social media, and other channels to gather the information they need. Consumers in this digital era are satisfied with purchasing using digital marketing, also tend to repeat the purchase, and also recommend others to purchase online.

.. REFERENCES

1. Dr. Manas Khatri(2021), How Digital Marketing along with Artificial Intelligence is

Transforming Consumer Behaviour?
International Journal for Research in Applied Science & Engineering Technology,9(7),pp523-527.

2. Dr. S. Sivasankaran(2017), Digital Marketing and Its Impact on Buying Behaviour of Youth, *International Journal of Research in Management & Business Studies*, 4(3),pp35-39.
3. Payel Chaudhuri(2020), Influence of Digital Marketing Channels on the Consumer Buying Process, *Journal of Emerging Technologies and Innovative Research*,7(8),pp96-105.
4. Viktória Ali Taha, Tonino Pencarelli, Veronika Škerháková, Richard Fedorko and Martina Košíková(2021), The Use of Social Media and Its Impact on Shopping Behavior of Slovak and Italian Consumers during COVID-19 Pandemic, pp2-19.
5. AL-MIZEED, Khaled(2021), The Effect of Digital Marketing on Purchasing Decisions: A Case Study in Jordan, *The Journal of Asian Finance, Economics, and Business*, 8(5), pp1-8.