



A STUDY ON CONSUMER PURCHASING BEHAVIOUR TOWARDS DIGITAL MARKETING IN MADURAI CITY

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ABSTRACT:

Digital marketing uses internet and digital technologies for promoting products and services, moving away from traditional advertising methods. This approach allows customers to easily access information, aiding their decision-making process. The study aims to explore how marketing strategies contribute to increased product sales through digital marketing. Online marketing, a subset of digital marketing, employs tools and methodologies to promote products and services, utilizing various channels. Effective online marketing utilizes consumer data and CRM systems, serving as a valuable means to connect organizations with customers.

KEYWORDS:

DIGITAL, CUSTOMER, PURCHASING, MARKETING, STRATEGY.

1.1 INTRODUCTION

Digital marketing is the marketing component that utilizes the Internet and online-based digital technologies, such as desktop computers and mobile phones, along with other digital media and platforms, to promote products and services. Its evolution during the 1990s and 2000s revolutionized how brands and businesses leverage technology for marketing purposes. With digital platforms becoming integral to marketing strategies and daily life, and individuals increasingly relying on digital devices instead of physical stores, digital marketing campaigns have become widespread. These campaigns commonly employ a mix of strategies, including search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, e-books, as well as optical disks and games. Digital promotion doesn't solely focus on online channel but also extend to non-Internet platforms providing digital media, such as television, mobile phones (SMS and MMS), call-back services, and on-hold mobile ringtones. This addition to non-Internet channel differentiates digital advertising from online marketing.

1.2 STATEMENT OF PROBLEM

Digital selling, also known as online promotion, involves promoting brands to engage with potential customers through the Internet and various digital communication channels. Simultaneously, the company derives benefits from these strategies, contributing to the increased sales of products. This study was conducted to understand the effectiveness of marketing strategies in enhancing product sales through digital marketing.

1.3 REVIEW OF LITERATURE

Palmer and Lewis (2009) Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional Media have experienced a decline in both business and popularity. They argued that the mainstream media channels have faced many challenges in recent times that have led to closure with TV facing down downturn in their profits levels. Palmer and Lewis are correlating the performance of these traditional channels to the rise of social media in marketing and brand management. As a result of completion and tough economic environment, companies have tightened their budgets, especially advertising budgets which have shifted to online channels.

Mersey, Malthouse, and Calder (2010) Social media websites provide an opportunity for companies to engage and interact with potential and current consumers, encourage an increased sense of intimacy in the customer relationship, and build all-important meaningful relationships with consumers, especially in today's business environment when consumer loyalty can vanish at the smallest mistake, which can additionally have online propagation of their unfortunate encounter with a particular product, service, brand or company.

Afrina Yasmin et al. (2015) stated that marketers are faced with new challenges and opportunities in this digital age. Digital marketing is the utilization of electronic media by marketers to promote products or services in the market. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. This article focuses on the importance of digital marketing for both marketers and consumers. We examine the effect of digital marketing on

the firms" sales. Additionally, the differences between traditional marketing and digital marketing in this paper are presented. This study has described various forms of digital marketing, its effectiveness, and the impact it has on a firm's sales.

Santanu K. Das & Dr. Gouri S. L. (2016) explained in their article the world has transitioned into a digital environment. For today's businesses, it is imperative to have a website and use the web as a means to interact with their customers. There are some successful traditional marketing strategies, particularly if you are reaching a largely local audience, but it is important to take advantage of digital marketing to keep up in today's world. Digital marketing is also known as Internet marketing, but their actual processes differ, as digital marketing is considered more targeted, measurable, and interactive. Digital marketing is a new end 21st-century tool of marketing. This research paper describes the different types of digital marketing techniques like SEO, SEM, SMM, PPC, etc. This paper addresses the importance and risk factors associated with digital marketing. It also gives digital marketing tips for businesses.

1.4 OBJECTIVE:

- To analyze the consumer perception of digital marketing
- To evaluate the level of satisfaction of customers in Digital Marketing.
- To study the factors influencing purchasing behavior in digital marketing.

1.5 METHODOLOGY:

1.5.1 RESEARCH DESIGN:

The research project's structure, commonly referred to as the research design, involves organizing conditions for the collection and analysis of data. This arrangement is crafted to align with the research's purpose efficiently, striking a balance between relevance and procedural economy.

1.5.2 SAMPLING SIZE:

For this study, we obtained responses from 60 participants who utilized the Consumer purchasing behavior towards digital marketing in Madurai City. We employed questionnaires and conducted personal interviews as part of the convenience sampling method with individuals who visited as customers.

1.5.4 SAMPLING METHOD

Convenience sampling is used for the study under this method the units are selected according to convenience of the researcher such as nearness easy availability of data.

1.5.5 TOOLS FOR DATA COLLECTION

Constructing a questionnaire is a skillful task, requiring an artistic approach. Questionnaires serve as essential tools for assessing the status of current practices and obtaining opinions and attitudes through surveys. Researchers utilize questionnaires to gather information, and respondents complete the scheduled forms as part of the

data collection process.

1.5.6 TOOLS FOR ANALYSIS

The tools used for analysis in percentage analysis.

1.5.7 STUDY OF THE AREA

The research selected in Madurai city

1.5.8 METHODS OF DATA COLLECTION

The study engaged two methods for data collection: primary data and secondary data. Primary data, acquired firsthand through observation and measurement during the research process, was gathered using the questionnaire method. The researcher personally interviewed respondents, elucidating the study's objectives before administering the questionnaire. To ensure accurate responses, the questionnaire was translated into Tamil, originally being in English. Additionally, secondary data, previously collected by various agencies for different purposes, was utilized. These data were sourced from books, journals, newspapers, periodical reports, and the internet. By amalgamating both primary and secondary data, the researcher was able to compile comprehensive information for the study.

1.6 DATA ANALYSIS:

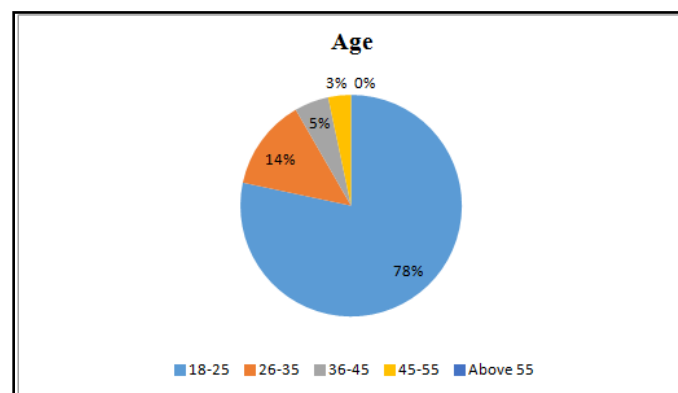
TABLE 1.6.1

AGE OF RESPONDENTS

AGE	NO. OF RESPONDENTS	PERCENTAGE
18-25	47	78%
26-35	8	14%
36-45	3	5%
46-55	2	3%
Above 55	0	0%
Total	60	100%

Source: primary Data

PIE CHART:



INTERPRETATION:

From the above table, it is interpreted that 78% of respondents were between the age of 18-25, 14% of

respondents were between the age of 26-35, 5% of respondents were between the ages of 36-45, 3% of respondents were between the age of 46-55, and 0% of respondents were between the age of above 55.

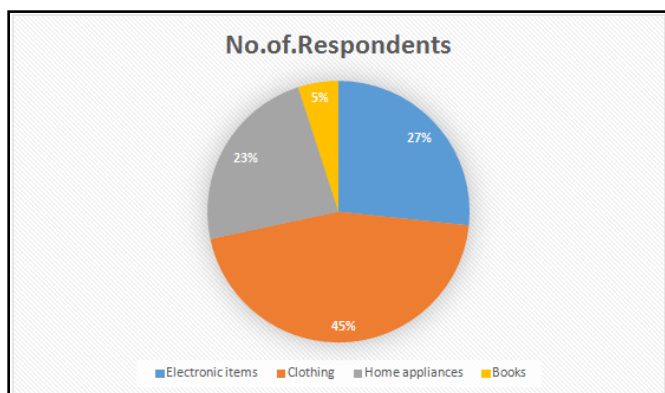
TABLE 1.6.2

CLASS WISE RESPONDENTS OF PREFERENCE OF BUYING PRODUCTS

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Electronic items	16	27%
Clothing	27	45%
Home appliances	14	23%
Books	3	5%
Total	60	100%

Source: Primary Data

PIE CHART:



INTERPRETATION:

From the above table, it is interpreted that 27% of respondents bought Electronic items, 45% of respondents bought Clothing, 23% of respondents bought Home applications, and 5% of respondents bought books.

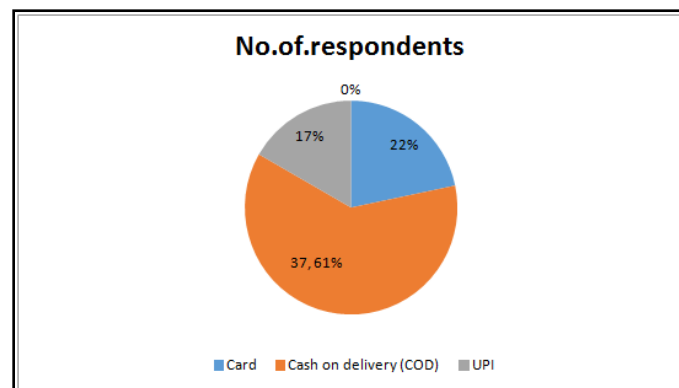
TABLE 1.6.3

A CLASS WISE RESPONDENT IN MODE OF PAYMENT PREFERS USING DIGITAL MARKETING.

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE
Card	13	22%
Cash on delivery (COD)	37	61%
UPI	10	17%
Total	60	100%

Source: Primary Data

PIE CHART OF RESPONDENTS:



INTERPRETATION:

From the above table, it is interpreted that 22% of respondents are using a Card, 61% of respondents using Cash on delivery (COD), and 17% of respondents using UPI.

1.7 FINDINGS & SUGGESTION AND CONCLUSION:

FINDINGS:

- The majority of 78% age of respondents are purchasing digital marketing.
- The majority 45% of respondents bought Clothing.
- The majority 61% of respondents use cash on delivery.

SUGGESTION:

- When engaging in online shopping, it is essential to prioritize security. A transparent marketing campaign must be executed, ensuring that only designated items reach the right individuals at the correct locations. Utilizing up-to-date and secure online payment methods is crucial.
- Businesses should cultivate a reliable relationship with their customers by consistently delivering products of precise quality and quantity. Effective advertising strategies contribute to long-term profitability.

CONCLUSION:

Online marketing represents a marketing approach employing a range of tools and methodologies to promote products and services offered by a business or organization. It encompasses diverse marketing elements utilizing various channels and mediums. The most effective online marketing strategies leverage consumer data and various customer relationship management (CRM) systems. This method facilitates the connection between organizations and customers, surpassing the capabilities of traditional marketing. This groundbreaking marketing approach amalgamates creative and technical tools, encompassing design, development, sales, and advertising, to yield optimal results.

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