



A Study on Digital Marketing and Its Impact on Online Purchase

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Abstract

The term "marketing" is used to describe the company's efforts to increase demand for its goods and services. Companies rely on marketing to find buyers for their wares. The term "digital marketing" is used to describe the promotion of goods and services using digital channels. Use of digital devices in advertising includes, but is not limited to, cell phones, computers, laptops, tablets, and other similar devices. Electronic channels including as email, websites, online forums and newsgroups, interactive television, mobile communications, etc. are used in digital marketing, which is a subset of direct marketing. The marketing is changing rapidly, the system of marketing moving towards digital. Company has to understand the new era of marketing system and make similar changes in the business operations. The present study focuses on the evolving research topic i.e. digital marketing and impact of online purchase. The impact of digital marketing plays an important and significant role for the business organizations.

The study will help reader to understand the significance of having online web presence, and the importance of digital marketing. The objectives defined for this research includes, to Identify the factors of consumer brand perception which influences online purchase intentions, to identify the factors of consumer buying behaviour which influences online purchase intentions and to examine the relationship between different constructs influencing the online purchase intentions of the consumer. For this purpose, convenient random sampling technique will be used, and the data will be collected through well-designed questionnaires. It contains questions based on demographic profile of the respondents and also how digital marketing is impacting the businesses and the questions to check the perception of consumers toward digital marketing or advertising.

Keywords: Digital marketing, iimpact, online purchase, electronic channels and consumer behaviour.

Introduction

Electronic commerce is a response to the growing need for organizations and governments to make smarter use of data and computer technology to enhance consumer engagement, operational efficiency, and data flow. The notion of a "global village" emerged as a result of the social interactions that took place in the online world. It was Tim Berners-Lee, in 1990, who created the first server for the World Wide Web and the first browser to access it. In 1991, it was made available to the public. There have been additional developments since 1994, such as the advent of internet banking. The early years of the internet, during 1994 and 1995, were a time of tremendous growth. 'Digital marketing' has been used since the 1990s. From the turn of the century to the present day, digital marketing has matured as an operational means of establishing a serious and meaningful connection with customers. The Institute of Digital Marketing defines Digital Marketing as "the use of digital channels for marketing and advertising." In order to attract new consumers and keep existing ones happy, businesses are increasingly turning to digital marketing strategies because of its quantifiable, personalized, and interactive nature. The primary objective of the many forms of digital advertising is to raise brand

awareness, create loyal consumers, deepen existing relationships, and increase sales. It's represented by the proliferation of Internet-based, mobile, and conventional television and radio advertisements, as well as other promotional tools for services, products, and brands. In this context, "digital marketing" refers to any and all promotional initiatives that use digital media and the internet to relay information from a sender (the firm) to a recipient (the consumer).

As time goes on, online marketing and commerce advance to the point that customers don't simply go into a store, but rather, grab a digital gadget that's conveniently close by. Opportunities for both businesses and customers are expanding rapidly as a result of technological advancements. Brands now use digital contact points as channels in their marketing communications process, and consumers use them to their advantage all the way through the buying funnel.

Facts on Digital Marketing

Digital marketing has become a popular way of reaching out to potential customers, as it is efficient, cost-effective and provides more control over the targeting of advertisements. Digital marketing channels such as search engine

optimization (SEO), pay-per-click (PPC), social media marketing (SMM) and email marketing are used to create and deliver marketing messages, as well as measure the success of campaigns. Some of the key facts on digital marketing include the following:

- i). Organic search is the most popular form of digital media, accounting for 34% of all online traffic.
- ii). Compared to \$491.70 billion in 2021, the amount spent on digital advertising in 2022 increased by 16.2%.
- iii). Mobile advertising will account for over half of all digital ad spending this year.
- iv). Companies are expected to invest an average of 9% of their total marketing budget in digital channels
- v). Email campaigns have an average return on investment (ROI) of \$44 for every dollar spent.
- vi). Video content is growing faster than any other type of online content, with 87% of marketers using video content in their campaigns.
- vii). Digital marketing campaigns can be tracked, measured, and optimized at any time, allowing marketers to adjust strategies as needed.

Objectives of the Study

This research aims at mapping the influence of consumer brand perception, consumer brand relationship and consumer buying behaviour on online purchase intentions in the online apparel industry. The objectives defined for this research are:

- i). To identify the factors of consumer brand perception and its influences online purchase intentions.
- ii). To study the factors of consumer brand relationship which in term influences online purchase intentions.
- iii). To understand the factors of consumer buying behaviour which influences online purchase intentions.
- iv). To examine the relationship between different constructs influencing the online purchase intentions of the consumer.

Methodology of the Study

For the purpose of the study, convenient random sampling technique is used, and the data will be collected through well-designed questionnaires. It contains questions based on demographic profile of the respondents and also how digital marketing is impacting the businesses and the questions to check the perception of consumers toward digital marketing or advertising. To analyse the collected data various statistical test, tools are used as per requirement of the study. Mangalore region have been selected with the help of convenient sampling. The size of sample is 100 respondents. In the present research work, mathematical tools are used. It includes the percentage and simple average method to the analysis and interpretation or collection of data.

Review of Literature

The present study focuses on the evolving research topic i.e. digital marketing and impact of online purchase. The impact of digital marketing plays an important and significant role for the business organizations. The following related literature is reviewed to fulfil or to meet the objectives of the study. For this purpose, different research articles, books, journal, research papers are analysed and reviewed.

Kaur Dayaneet, Singh Govinder & Kaur Gurmeeth (2020): In their study suggest that the internet and developing technology have influenced consumer behaviour is an understatement. Consumers interact and transact with e-

commerce firms through digital marketing, offering a plethora of opportunities and problems for existing and new brands. The purpose of this study is to determine the extent to which digital marketing can impact consumer behaviour. Search engine optimisation, Facebook, Instagram, pay per click, and email marketing are examples of digital marketing techniques that have a significant impact on customers' perceptions of brands and how they interact online ^[10].

Saha Sayani (2021): The objective of their study is to assess the impact of digital marketing on consumer purchase behaviour. Digital marketing is one of the methods of marketing goods, services and ideas through a digital/online platform. Digital marketing is an over-arching and omnipresent phenomenon that has presence and utilization in all business sectors with the world bowing to digital ways of transaction especially due to the pandemic there is no iota of doubt that in the future digital marketing may overtake traditional means of marketing ^[9].

Nagarani Komal and Pavankumar Sai D.S B.V (2021): In their study Digital marketing has transformed how business and other organisations communicate with their audience. The 5D's of digital marketing includes digital devices, digital platforms, digital media, digital data and digital technology which can be used alongside traditional marketing techniques, to get closer to audiences than ever before. Consumers now have access to a much wider choice of entertainment, products, services and prices from different suppliers and a more convenient way to select and purchase items. Organisations have the opportunity can expand into new markets, of new services, interact with audiences in new ways and compete on a more equal footing with larger businesses. Marketers working within these organisations have the opportunity can develop new skills and to use these new tools to improve the competitiveness of the company.

Tchanturia Nino (2022): Their objective of the studies in the concept of digital marketing, identification, and analysis of the factors that affect the Georgian customers to buy online and not offline with traditional methods. A detailed review of the factors that may affect the customer's decision. Georgia is a small country and digital marketing is developing step by step. The main goal of the research is to help companies to understand based on what are customers making decisions. Methodology Data was collected from a variety of sources, including books, websites, and magazines. The paper describes the role of digital marketing in the modern world and demonstrates its importance in consumer decision-making, which in turn improves organizational productivity and expands the market area.

M. Reshma & Sivanesan R (2022): In their study of internet and enhanced technological advancements, Digital marketing has become one of the crucial and inevitable parts of the marketing sector. It is high time that we culture the impact of digital marketing on online consumers and their buying behaviour. The paper attempts to explore the factors influencing the buying behaviour of online consumers through Digital Marketing and the Problems towards the modern Digital technology. It also tries to analyse whether there is any significant impact on factors influencing and demographic variables like Age. The purpose of this study is to provide insights regarding consumer buying behaviour and problem towards the digital marketing. The paper opted for a combination of exploratory and descriptive analysis. The paper helped to identify the intrinsic motivational factor influencing the buying behaviour of online consumers and problems in digital marketing. The study found that the

Purchase intention significantly relates to customer satisfaction and the relation between these two variables is highly associative in nature [8].

Data Analysis and Interpretation

Recent days the digital uprising of the market lay allows a large amount of greater customization of goods, services, and promotional activities than traditional marketing tools. By doing so, it enables marketers to build and maintain

relationships with customers just as the salesperson, grocer, and jewellery discussed earlier have done for many decades but on a much greater and more efficient scale. Digital technologies also facilitate marketers to gather and analyse increasingly complex data on consumers buying patterns and personal characteristics. In contrast the similar technologies facilitate consumers to discover more information about commodities and services as well as prices, more effortlessly and efficiently.

Table 1: Descriptive Statistics for Correlation Analysis of digital marketing and online Purchase

Variables	Mean	Std. Deviation	N
Preferred access to the Internet	2.5673	1.08994	100
Mode of payment	3.3764	1.04776	100
Factors influencing purchase decision from digital marketing	3.2900	0.96127	100
Risk factor involved in digital Marketing	3.3309	1.02947	100
Benefits through social media marketing	2.3273	0.82068	100

Source: Survey data

From the data it can be interpreted that majority of respondents are use Laptop i.e., 72% and second most chosen smart phone i.e., 18% and least number of respondents use both i.e., 10%. Thus, it concluded that most of the respondents are preferred to access to the Internet is Laptop. It is interpreted that majority of respondents mode of payment prefer the most is cash on delivery i.e., 42% and second most chosen as online payment i.e., 26% and lest of respondents

have chosen credit cards i.e., 6%. Thus, it concluded that most of the respondents have chosen cash on delivery. From the data it can be interpreted that majority of respondents have chosen delivery time is Very Important i.e., 36% and second most chosen as Important i.e., 24% and least of the respondents have chosen Less Important i.e., 8%. This, included that most respondents are have chosen delivery time is Very Important.

Table 2: Correlation Test for Digital marketing and Online Purchase

Variables and Correlation Test		Online Purchase
Factors of consumer brand perception which influences online purchase	Pearson Correlation	+0.333**
	Sig. (2-tailed)	0.000
	N	100
Factors of consumer brand relationship which influences online purchase	Pearson Correlation	+0.338**
	Sig. (2-tailed)	0.000
	N	100
Factors of consumer buying behaviour which influences online purchase	Pearson Correlation	+0.435**
	Sig. (2-tailed)	0.000
	N	100
Relationship between different constructs influencing the online purchase	Pearson Correlation	+0.271**
	Sig. (2-tailed)	0.000
	N	100

From the Correlation Analysis, it is observed that there exists a significant positive association between the selected variables of digital marketing and online Purchase among the customers. In this analysis it is observed that there exists a significant association between the selected variables which leads to the rejection of the null hypothesis.

It is found that there exists a significant negative correlation ($r = +0.333$ and $p > 0.01$) between the Factors of consumer brand perception which influences online purchase at 1% level of significance. Therefore, on the basis of digital marketing factors, it is concluded that as the digital marketing and online Purchase factors increases the customers brand preferences significantly.

It is found that there exists a significant positive correlation ($r = +0.338$ and $p > 0.01$) between the Factors of consumer brand relationship which influences online purchase at 1% level of significance. Therefore, on the basis of consumer brand relationship factors, it is concluded that as the consumer

brand relationship factors increases the brand satisfaction significantly.

It is found that there exists a significant positive correlation ($r = +0.435$ and $p > 0.01$) between the work stress due to consumer buying behaviour which influences online purchase at 1% level of significance. Therefore, on the basis of consumer buying behaviour factors, it is concluded that as the consumer buying behaviour which influences online purchase increases satisfaction significantly.

It is found that there exists a significant positive correlation ($r = +0.271$ and $p > 0.01$) between the Factors of consumer buying relationship between different constructs influencing the online purchase at 1% level of significance. Therefore, on the basis of relationship between different constructs influencing the online purchase factors increases satisfaction significantly.

From the correlation test for the digital marketing, it is found that Factors of consumer brand perception which influences

online purchase, Factors of consumer brand relationship which influences online purchase, Factors of consumer buying behaviour which influences online purchase and Relationship between different constructs influencing the online purchase factors have the positive significant correlation with online purchase.

From the data analysis it can be interpreted that majority of respondents that is 68% belong to 20-30 years and 26% belongs are of Below 20 years then only 6% are 30-40 years. Thus, it can be concluded that majority of respondents belong to 20-30 years of age. From the data it can be interpreted that majority of respondents make online purchase rarely i.e., 40% and occasionally 26% and monthly 18% and least respondents are during offer or discounts i.e., 16%. Thus, it concluded that most of the respondents have chosen rarely online purchases. Understanding your target audience is essential for creating effective digital marketing campaigns. Research your audience's demographics, interests, and behaviours to tailor your messaging and targeting. Social media platforms are an essential part of any digital marketing strategy. Identify the platforms your audience uses most and create a presence there. Engage with your followers, share valuable content, and use social media advertising to reach new audiences. Digital marketing generates a wealth of data, from website analytics to social media engagement metrics. Use this data to track the performance of your campaigns and make data-driven decisions about where to invest your marketing resources. Digital marketing is a fast-paced and constantly evolving field. Stay up to date with the latest trends and technologies, such as AI, voice search, and personalization, to stay ahead of the competition.

Major Observations

- i). **Social Media is a Powerful Tool for Reaching Customers:** Social media platforms such as Facebook, Instagram, Twitter, and LinkedIn continue to be important for reaching customers and building brand awareness.
- ii). **Video Marketing is on the Rise:** Video content is becoming increasingly popular as consumers prefer more engaging and interactive forms of marketing.
- iii). **Mobile Optimization is Essential:** With more than half of all web traffic now coming from mobile devices, it's essential for businesses to optimize their websites and marketing campaigns for mobile.
- iv). **Personalization is Key:** Consumers expect personalized experiences, and businesses that use data to provide personalized marketing messages and recommendations are more likely to succeed.
- v). **Voice Search is Growing:** With the increasing popularity of smart speakers and virtual assistants, voice search is becoming an important consideration for businesses in their digital marketing strategies.
- vi). **AI and Machine Learning are Transforming Marketing:** AI and machine learning technologies are being used to optimize digital marketing campaigns, personalize customer experiences, and provide valuable insights into consumer behaviour.

But only 48% of marketers think their social media efforts are paying off. There are definitely some winners and losers on social media. Just having a profile and sharing some content once in a while isn't enough. You need a social media marketing strategy. When you understand how to maximize your digital marketing ROI, that's when you'll see a digital

transformation. Social media marketing and advertising are only a piece of digital marketing. But it's a very important one. Throughout this article, we'll look at many kinds of online marketing methods. This will show the importance of digital marketing to your business.

Conclusion

In conclusion, the digital marketing and its impact on online purchasing has brought about a wealth of data that can help businesses evaluate the success of their campaigns. Online shopping is becoming more popular day by day with the increase in the usage of World Wide Web, Understanding customer's need for online selling has become challenge for marketers. Specially understanding the consumer's attitudes towards online shopping, making improvement in the factors that influence consumers to shop online and working on factors that affect consumers to shop online will help marketers to gain the competitive edge over others. Digital marketing is important because it aligns with the way consumers make purchasing decisions. Study indicates that increasing numbers of consumers are using internet services and research to carry out preliminary impact of digital marketing on small business. So, in this study it is found a positive impact of online digital marketing on small business on performance of the business and reaching out their target customers.

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