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A Study of Efficacy of Digital Marketing on Consumer Purchase Behavior in Allahabad District

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Abstract: Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels. Digital marketing extends beyond internet marketing including channels that do not require the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Through digital media, consumers can access information any time and any place where they want. With the presence of digital media, consumers do not just rely on what the company says about their brand but alsothey can follow what the media, friends, associations, peers, etc., are saying as well. Digital marketing is a broad term that refers to various promotional techniques deployed to reach customers via digital technologies. Digital marketing embodies an extensive selection of service, product and brand marketing tactics which mainly use Internet as a core promotional medium in addition to mobile and traditional TV and radio. In this research paper we are use primary and secondary data both. Secondary data are taken from news paper, journal, magzine, Books and internet.
Keywords: Marketing, promotional, technologies, digital media, online channel.

The changing role of customers as co-producers of value is becoming increasingly important (Prahalad and Ramaswamy, 2004). Khan and Mahapatra (2009) remarked that technology plays a vital role in improving the quality of services provided by the business units. According to Hoge (1993), electronic marketing (EM) is a transfer of goods or services from seller to buyer involving one or more electronic methods or media. E-Marketing began with the use of telegraphs in the nineteenth century. With the invention and mass acceptance of the telephone, radio, television, and then cable television, electronic media has become the dominant marketing force. McDonald's uses online channel to reinforce brand messages and relationships. They have built online communities for children, such as the Happy Meal website with educative and entertaining games to keep customers always close to themselves (Rowley 2004).

Social media marketing is one important technique in digital marketing as companies can use social media form to distribute their messages to their target audience without paying for the publishers or distributor that is characteristic for traditional marketing. Digital marketing, electronic marketing, e-marketing and Internet marketing are all similar terms which, simply put, refer to "marketing online whether via websites, online ads, opt-in emails, interactive kiosks, interactive TV or mobiles" (Chaffey & Smith, 2008). Giese and Gote (2000) finds that customer information satisfaction (CIS) for digital marketing can be conceptualized as a sum of affective response of varying intensity that follows consumption and is stimulated by focal aspects of sales activities, information systems (websites), digital products/services, customer support, after-sales service and company culture.

Waghmare (2012) pointed out that many countries in Asia are taking advantage of e-commerce through opening up, which is essential for promoting competition and diffusion of Internet technologies. Zia and Manish (2012) found that currently, shoppers in metropolitan India are being driven by e-commerce:

I. VARIOUS ELEMENTS OF DIGITAL MARKETING

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The most important elements of digital marketing are given below:

A. Online Advertising

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. Publishers put about their products or services on their websites so that consumers or users get free information. Advertisers should place more effective and relevant ads online. Through online advertising, company well controls its budget and it has full control on time.

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B. Email Marketing

When message about the products or services is sent through email to the existing or potential consumer, it is defined as email marketing. Direct digital marketing is used to send ads, to build brand and customer loyalty, to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

II. SIGNIFICANCE OF THE STUDY

A highly demanding lifestyle is compelling consumers worldwide to adopt internet shopping as an alternative to traditional brick and mortar shopping. People, in order to save time and money IAMAI report 2009 reveals that almost 25% of the are motivated to purchase products and services total Indian population is living in cities. Overall, internet usage is shopping channel. There is hardly any product, low amount to only 24% amongst urban population. Online retailing is unanimously accepted and acknowledged as a cost-effective, profitable and accessible medium to shop. It therefore becomes imperative for online retailers to study online consumerism and how it is taking shape in today's era of rapid globalization. Analyzing consumer behavior is not a new phenomenon.

Realizing the importance of E-commerce, companies would like to discover more business opportunities and to bring back more customers. As such, it is very important to understand consumers‘ E-commerce adoption behavior and their online shopping behavior. This is believed to be different from their behavior in the traditional shopping environment. Thus, there is a need for the theory of consumer online shopping behavior. This new virtual market will bring significant different experiences to consumers. As such, in the online shopping environment, although the four groups of factors are still influencing consumers‘ buying behavior, it is obvious that the way of influencing, i.e., how these factors influence consumer online shopping behavior, will differ from that in the traditional shopping environment. Therefore, there are compelling needs for studying consumer online shopping behavior and the influences of different groups of factors.

In the traditional shopping environment, a buyer‘s decisions are influenced by personal characteristics, notably the buyer‘s age and life-cycle stage, occupation, economic circumstances, lifestyle, and personality and self-concept It is obvious that consumers‘ online purchase decisions will be influenced by personal characteristics as well. However, such influence may differ from that in the traditional shopping environment.

Most of current research studies are focusing on the effects of consumers‘ psychological factors on their online shopping behavior (Pavlou, 2001; Kim and Prabhakar, 2000; Cheung and Lee, 2000; Limayem et al., 2000). Among the above five major psychological factors, perception is most popularly studied (Pavlou, 2001; Kim and Prabhakar, 2000). Perception is ―the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world‖ (Kotler et al., 1999).

However, there are areas worth to study but lacking of attention from researchers. Firstly, it lacks of the study on the criteria 32 dimensions of perceived risk in Ecommerce. The practitioners find it very difficult for them to design risk reduction activities as they are not able to identify what are risks that consumers are facing and how they could reduce these risks. Thus, it is necessary to explore the criteria dimensions of perceived risk to understand different types of perceived risk in the online shopping environment. Better understandings of perceived risk in E-commerce will help practitioners to design risk reduction activities and get more online shopping consumers. Secondly, it lacks of the study on product differences in consumers‘ Ecommerce adoption behavior. it is believed that, in the online environment, the same observation will hold, that is to say, different products will have different effects on consumer online shopping behavior. The expected results would help us to understand the different effects of different products and to understand how we could use Internet to better present and sell different products. Companies from product business and services business would be able to design their strategies based on the nature of their products and effectively market their products through the Internet channel. Thirdly, it lacks of study of consumers‘ perceptions on products in the online shopping environment and also it lacks of study of consumers‘ risk perceptions of online shopping in product business (physical goods). Tremendous efforts have been put into the study of consumers‘ perceptions on products in the traditional shopping environment. Researchers reveal 33 the importance of these perceptions of products on consumers' purchase decision making . Thus, it is believed that how consumers perceive the product sold over the Internet probably will also influence their online purchase decisions. Most of current research studies of consumer online shopping behavior investigate the factors influencing consumers‘ intention to adopt online shopping as a new purchase method. They focus on consumers‘ perceptions about online shopping, the new way of making purchases. However, there is one question in our mind, even if consumers accept the idea of online shopping, would they make

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actual purchases over Internet. In current research studies, only modest efforts have been devoted to examining consumers' perceptions on products. As the number of people using the Internet for their shopping steadily rises, it is increasingly important for retailers to understand why consumers decide to buy products online or offline. The online growth rates still indicate that the online channel will play a more profound role in consumers' shopping activities. Inarguably, online channel present different shopping experiences even when the same products are purchased.

Moreover there are very few studies giving a complete picture of E-shopping so the study will make an in-depth analysis of E-shopping. At any given time there are millions of people online and each one of them is a potential customer for a company providing online sales. Due to the rapid development of the technologies surrounding the internet, a company is interested in selling products from website. Since there are many potential customers, it is of outmost importance to be able to understand what the customer wants and needs. The importance of analyzing and identifying factors that influence the consumer when he or she decides to purchase on the internet is vital. Since the internet is a new medium for there have been new demands set by the consumers. Furthermore, analyzing consumer behavior is not a new phenomenon. Hence understanding and identifying the consumer is closely related to the directions a company will take their marketing strategy. Moreover online consumer behavior is diverse from traditional consumer behavior one must identify what influences the online consumers. The factors need to be identified and taken into account by online retailers in order to satisfy consumer demand and compete in the online market. Consumers are playing an important role in online shopping. The increasing use of Internet by the younger generation in India provides an emerging prospect for online retailers. If online retailers know the factors affecting Indian consumers' buying behavior, and the associations between these factors and type of online buyers, then they can further develop their marketing strategies to convert potential customers into active ones.

III. OBJECTIVES

A. The objectives of the present research articles are

1) To study the relevance of digital marketing in the present competitive era.

2) To examine the impact of digital marketing on consumers purchase .

B. *Research Methodology* It provides the starting point for choosing and approach made of theories, data, concept and definition of the topic .

C. *Research Method.* In this research, more emphasis is laid on quantitative research.

D. *Research Design:* Research design is a framework or blueprint for conducting the marketing research projects. It explains the procedure necessary for obtaining the information needed to structure or solve research problems.

E. Nature of Study

The present research design was exploratory in the initial stages then after gaining the insights into the problem it was verified and quantified by conclusive research. The form of conclusive research design adopted for the study was descriptive in nature. The present study is descriptive and exploratory in nature .

F. Area of Study

The area selected for the present study is the Allahabad district of Uttar Pradesh. The area has been selected on the basis of stratified random sampling technique.

G. Sampling Design

In this study, the sample of the study was initially based on Purposive, Convenience and Judgment sampling. Districts became the first stage of sampling unit. The selection of respondents were based on convenience method. Guilford, writes a purposive sampling is one which is arbitrarily selected where there is a good evidence that it is very much representative of the total population or it is known that it will produce well matched response.

H. Sample Size

Sampling is described as the selection of a fraction of the total amounts of units of interest to decision makers, for the ultimate purpose of being able to draw general conclusion about the entire body of units . Sampling methods are classified as either probabilistic and non-probalisitic.. The sample in the study was restricted to 120respondents keeping in mind the research objectives

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and constraints. The respondents were classified into four age groups below 18 years, 19-30 years, 31-45 years and above 45 years. In Uttar Pradesh Allahabad and Varanasi districts were selected Thus the ultimate sample of study consists of 120 respondents .The sample size determined for the study comprise of 120 respondents .the respondents were selected on the criteria that these customers were making their majority purcase through the application of digital marketing for a long period of time.

I. Data Collection

The present study is based on both the primary and the secondary data. the primary data is based on the information collected through the well designed and duly tested questionnaire which was pre tested by the pilot survey of 25 respondents in order to test its reliability and accuracy. the questionnaire was both open ended and closed ended. The secondary data was collected through the information seeked from referred journals ,books and periodicals along with the relevant web sites .

J. Period of Study

The primary and secondary data was collected between December 2016 and march 2017.

K. Sensitivity

The sensitivity of the scale is an important measurement concept, particularly when changes in attitudes are under investigation. Sensitivity refers to an instrument‘s ability to accurately measure the variability in the concept. A dichotomous response category such as agree or disagree does to allow the recording of any attitude changes. A more sensitive measure with numerous categories on the scale may be required. So in this research by adding strongly agree, agree, neither, disagree and strongly disagree categories will increase the sensitivity of the scale

L. Analysis of Data

The analysis of both the primary and secondary data was analyzed by the application of statistical tools like percentage, mean ,standard deviation and chi square test.

IV. DATA ANLYSIS

A. Demographic Profile

The collected primary information reveals that 70% respondents were male and 30 % females.(Table no 1). Regarding the age level the data indicates that 40% respondents were in the age group of 31-45 years while 20% were below 18 years and only 10% were above 45 years of age.(Table no 2).In context of educational qualification the collected data signify that 42.5% respondents were post graduate and 35.8% were graduates while only 10% were having professional qualifications.(Table no 3).In respect of the occupational status of the respondents the information indicates that 30% respondents belonged to students and employee category while 35.8% were graduates.(Table no4)..Regarding the monthly income pattern of the respondents the data reveals that 50% of the same had monthly income between Rs10000-20000 while 25% had monthly income between Rs20000-40000.(Table no 5).From the above analysis it could be concluded that majority of the respondents were male in the age group of 30 -40years having post graduate qualification and were students and employees with monthly income between Rs 100000-400000.

In order to spell out the impact of digital marketing it is relevant to specify the mode and awareness of digital marketing among the consumers. The collected data reveals that 50 % of the respondents were using websites followed by 20% in social media and only 5% made use of other modes.(Table no6).From the analysis it can be inferred that website was the common mode of purchase among the respondents along with social media. On the further enquiry about the reason for selecting digital mode of purchasing the collected information indicates that 35% respondents were of the opinion that the procedure for purchase was easy and at the same time 30% of the selected consumer indicated that this mode offered a wide variety of products.20% respondents expressed that the digital market offered lower prices when compared with retail prices.(Table no7)Regarding the frequency of purchase through digital marketing it was observed that 50% of the consumers made 6-10 purchases annually while 25% had purchase of 2-5 on annual basis.15% consumers made more than 11 purchases annually.(Table no 9).From the information it can be analysed that the frequency of purchase good s through digital marketing was very poor in the area under study.

As regards the influence of channel used for digital marketing the primary data indicated that 60% respondents were influenced by the websites and only 10 % were influenced by social media.15% respondents indicated that multimedia provide some assistance in purchase decisions.(Table no 10).From the analysis it can be concluded that websites was the common mode of purchase in digital marketing .

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It is significant to outline the kind of good purchased through digital marketing as it spells out the fact the consumer preference and behavior of purchase through digital marketing. The collected primary information indicates that 60n % respondents purchased shopping while 20% made purchase of convenience goods and only 5% purchased unsought goods.(Table no 11)..From the data it can be analyzed that shopping good were much preferred by the respondents in the area under study.

In the study of efficacy of digital marketing on consumer purchase behavior it is pertinent to study the change in opinion in buying decision in digital marketing. the collected information discloses the fact that 40% respondents strongly agreed that digital marketing changed the buying decision while 30 % consumers indicated that they too agreed on the same aspect.(Table no 12).

Regarding the satisfaction level of the product purchased through various modes in digital marketing the collected data reveals that 60% respondents were satisfied with the products being purchased through digital marketing while 15% indicated high level of satisfaction and only 5% were dissatisfied with the product quality being purchased through digital marketing..(Table no 13).

B. Findings

From the analysis of the primary data the following findings emerge

1) 40% of the respondents in the area under study were in the age group of 31-40 years .30 % of the respondents were students and emloy
2) 42.55 respondents were possessing post graduate degree .
3) Majority of the selected respondents were male ees working in various organizations.
4) 50% of the respondents have monthly income between 10000-20000.
5) 50% respondents in the area under study made use of website and 20 %made use of social media in digital marketing
6) 30 % respondents were of the opinion that digital marketing offered a wide variety of good and 35% opined that the same offered easy buying procedures.
7) 50% respondents in the sample made purchase through websites followed by 20% through social media.
8) 60% of the sample respondents were of the view that websites influenced them to purchase more products while 15% consumers indicated that social media compelled them to purchase more of their products.
9) 50% of the sample respondents made 6-10 purchases annually while 25% made only 2-5 purchases annually.
10) 60% of the sample respondents purchased shopping goods through digital marketing while 20% purchased convenience goods.
11) 40% of the respondents in the sample area were strongly agreed with the view that digital marketing has changed their buying behavior while 10% strongly disagreed with the view.
12) 40% of the respondents in these sample region were strongly satisfied with the purchases made through digital marketing while 20% were satisfied and 20% were highly dissatisfied with the products purchased through digital marketing.

V. CONCLUSION AND RECOMMENDATIONS

The study is made in a particular geographical region the results of the study reveals that people aware of the digital channels .In spite of their educational qualification, customers use to prefer digital channels to buy any sought of products, no much role of monthly income of people plays a role choosing a kind product buy through digital channels. Mostly people prefer shopping and electronic goods to buy through digital channels and its came to known from the study that there is a rise in purchase of convenience goods through digital channels among people. Effective reach of advertisements for convenience goods will increase the sales of those goods through digital channels. The customers are satisfied with products they bought through the digital channels this is considered as a positive sign for the growth digital channels in customer purchase decision. The present study shows that the influence of the digital channels not supporting in change of opinion of customer towards purchasing a product, but in near futurethe digital channels influence the customer purchase opinion as there is a consideration for digital channels among customers are evident. As mentioned earlier this study made in particular region accurate results on the variables could not be able to obtain. There exists a future scope to analyses the impact of digital channels on customer purchase decision for a wider geographic area to obtain more accurate results.

TABLE NO 1Gender;

GENDER	NO OF RESPONDENT	PERCENTAGE
MALE	84	70
FEMALE	36	30
TOTAL	120	100

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Table No 2Age

AGE	NO OF RESPONDENT	PERCENTAGE
BELOW 18 YRS	24	20
19-30 YRS	36	30
31-45 YRS	48	40
ABOVE 45 YRS	12	10
TOTAL	120	100

Table No 3Educational Qualifcation

EDUCATIONAL QUALIFICATION	NO OF RESPONDENT	PERCENTAGE
GARDAUTE	43	35.8
POST GRADUATE	51	42.5
PROFESSIONAL	12	10
TECHNICAL	14	11.6
TOTAL	120	100

Table No 4occupation

OCCUPATION	NO OF RESPONDENT	PERCENTAGE
HOUSEWIFE	12	10
EMPLOYEE	36	30
BUSINESS	24	20
STUDENT	36	30
PROFESSION	6	5
ANY OTHER	6	5
TOTAL	120	100

Table No 5Monthly Income

MONTHLY INCOME (Rs)	NO OF RESPONDENT	PERCENTAGE
BELOW 10000	12	10
10000-20000	60	50
20000-40000	30	25
ABOVE 40000-	18	15
TOTAL	120	100

Table No 6Awareness Of Digital Marketing

DIGITAL CHANNEL AWARENESS	NO OF RESPONDENT	PERCENTAGE
SOCIAL MEDIA	24	20
WEBSITES	60	50
MULTIMEDIA	18	15
E-MAIL & OTHERS	12	10
OTHERS	6	5
TOTAL	120	100

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Table No 7Reason For Selecting Digital Channel

REASON	NO OF RESPONDENT	PERCENTAGE
WIDE VARIETY PRODUCTS	36	30
EASY BUYING PROCEDURE	42	35
LOWER PRICES	24	20
VARIOUS MODES OF PAYMENTS	6	5
OTHERS	12	10
TOTAL	120	100

Table No 8Purchase Through Digital Marketing

DIGITAL CHANNEL AWARENESS	NO OF RESPONDENT	PERCENTAGE
SOCIAL MEDIA	24	20
WEBSITES	60	50
MULTIMEDIA	18	15
E-MAIL & OTHERS	12	10
OTHERS	6	5

Table No 9Frequency Of Making Digital Purchase

FREQUENCY	NO OF RESPONDENT	PERCENTAGE
ONCE ANNUALLY	12	10
2-5 PURCASE ANNUALLY	30	25
6-10 PURCHASE ANNUALLY	60	50
11 PURCHASE ANNUALLY	18	15
TOTAL	120	100

Table No 10Which Digital Channel Influence To Buy More

DIGITAL CHANNEL AWARENESS	NO OF RESPONDENT	PERCENTAGE
SOCIAL MEDIA	12	10
WEBSITES	72	60
MULTIMEDIA	18	15
E-MAIL & OTHERS	6	5
OTHERS	12	10
TOTAL	120	100

Table No 11 Kinds Of Products Purchased Through Digital Channel

KIND OF PRODUCT	NO OF RESPONDENT	PERCENTAGE
CONVINIENCE GOODS	24	20
SHOPPING GOODS	72	60
SPECIALITY GOODS	18	15
UNSOUGHT GOODS	6	5
TOTAL	120	100

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Table No 12Does Digital Marketing Change Opinion towards Buying Decision

BUYING DECISION	NO OF RESPONDENT	PERCENTAGE
STRONGLY AGREE	48	40
AGREE	36	30
NO OPINION	18	15
DISAGREE	6	5
STRONGLY DISAGREE	12	10
TOTAL	120	100

Table No 13Are You Satisfied With The Product Bought Using Digiatl Channel

SATISFACTION LEVEL	NO OF RESPONDENT	PERCENTAGE
HIGHLY SATISFIED	48	40
SATISFIED	24	20
NO OPINION	6	5
DISSATISFIED	18	15
HIGHLY DISSATISFIED	24	20
TOTAL	120	100

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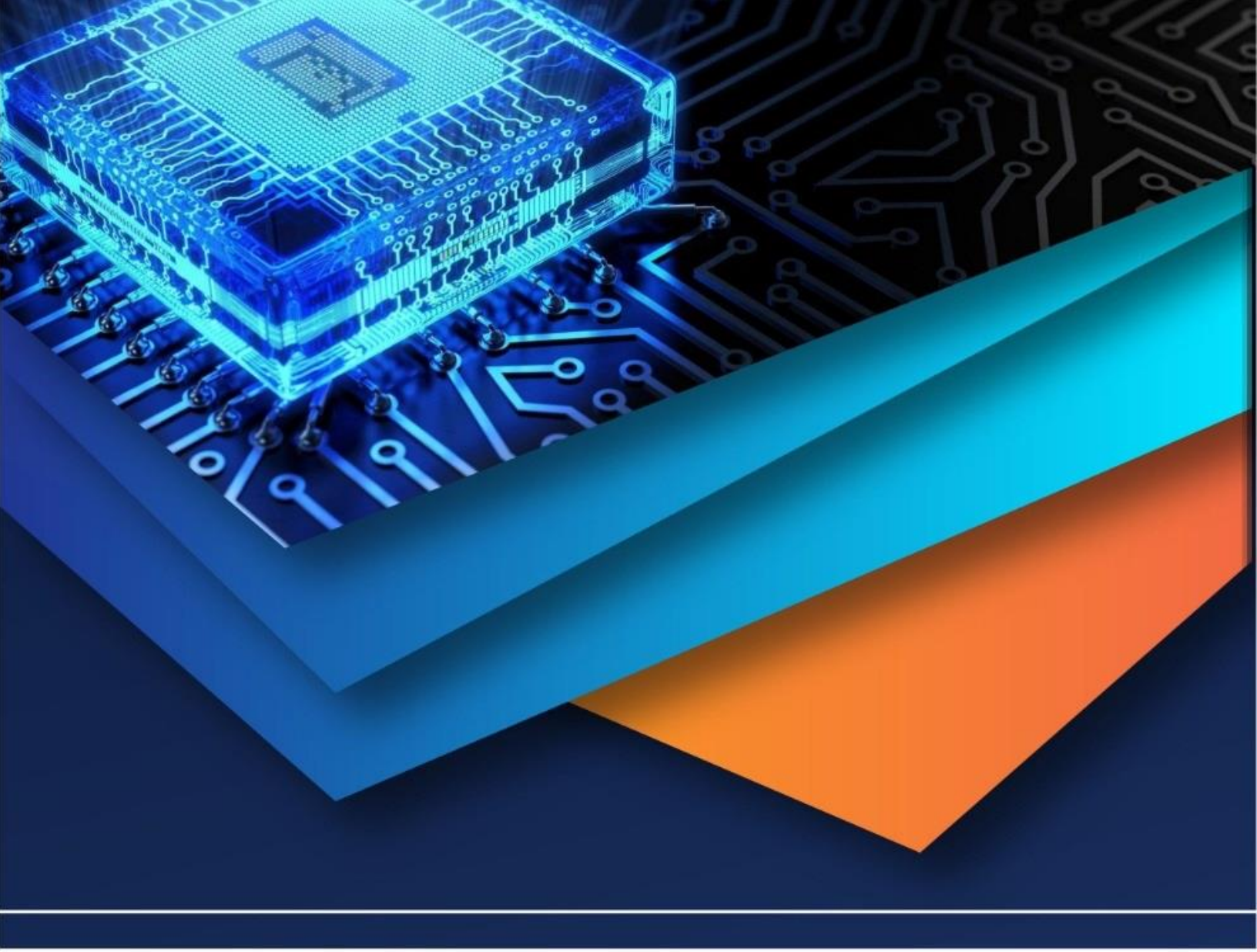

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