



A STUDY ON IMPACT OF DIGITAL MARKETING IN CUSTOMERS PURCHASE DECISION WITH SPECIAL REFERENCE TO WHITE GOODS IN COIMBATORE CITY

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Abstract:

Digital marketing enterprises throughout the globe have had a profound impact on traditional ways of marketing. The digital marketing world is a gateway for implicit customers to feel like a part of the brand. It offers the occasion to feel connected with the business as customers see the content from the brand regularly. In the present research primary data were collected by structured questionnaire from 100 respondents in Coimbatore City. The main objectivity of the study was to analyse the impact of digital marketing in customers purchase decision with special reference to white goods in Coimbatore city. The collected data was analysed using simple of the respondent's age, Z test and ANOVA. The study concludes that Consumer eating habits and purchasing behavior are dynamic and ongoing processes that include physical, cultural, psychological and social factors. By its very nature, understanding the behavior of customers presents great challenges for companies to design and develop products that meet customer needs. Now a day this task is achieved by the companies through digital marketing. In addition, perception, motivation and satisfaction are important in consumer behavior research, because users are willing to buy when they see something through digital marketing on white goods.

Key Words: Customers, Purchase, Behavior, Digital, Marketing, White Goods, Products, Etc.,

Introduction:

Moment, our society is driven by digital technology. The impact is similar that there are places in the world where the residents may not have clean water, but they enjoy smart phones. Another inconceivable influence on people's lives currently is digital marketing. It affects people's relations, work, purchases, and habits. Digital marketing enterprises throughout the globe have had a profound impact on traditional ways of marketing. The digital marketing world is a gateway for implicit guests to feel like a part of the brand. It offers the occasion to feel connected with the business as guests see the content from the brand regularly. The stylish digital marketing advisers insure to maintain a firm grasp on the application of the digital macrocosm, which will maximize a brand's impact and brand mindfulness. This entices implicit guests to try out the products and services that they before wouldn't have known about.

There are about 3 billion people across the globe, who use social networking spots every day. In a study conducted by a marketing establishment, it was set up that people are more likely to follow brands than celebrities, on social media. On the picture sharing point, Instagram, around 80 percent of the druggies follow at least one brand. Thus, it's easily high time that digital media is employed to boost a brand's image along with other conditioning that are salutary to the business. Then are some benefits of digital media and its impact on the businesses that mileage it Increase in Brand mindfulness moment, further than half of the world's crowd uses social media platforms. It makes social media a natural place to connect with largely targeted implicit buyers. This can increase the brand mindfulness that digital marketing brand deserves. About 60 percent of Instagram druggies have said that they've come across new products on this social media networking point. It means that the guests don't just connect with brands that they formerly know about but also, with the new bones that they discover on social media platforms.

Generation of Leads Digital media is a low- commitment way for new guests to show an interest in a business and its products. Getting leads is a veritably important advantage social media brings to any business. They signify that guests are interested in the brand and its products. Boost in Deals You can vend anything on social media. An excellent digital marketing strategy can bring by good business and openings for a brand. The number of people who use social media is on the rise and social deals tools continue to evolve. This will make social media networks decreasingly important fore-commerce and product hunt Grow Viral digital content gets exposed to new cult when people start liking, participating, and opining on digital marketing posts. The coming step in this conception is 'going viral'. Once digital marketing content is participated in a network and the network follows suit, digital marketing content starts to spread across the entire internet and gets thousands or millions of shares. Similar exposure is salutary because all the likes, shares, and commentary reflect a being

connection with digital marketing business. However, he she is likely to check out what's being said, indeed if they've no way heard of the company ahead, If a person sees that an composition has been liked by a friend. In a world that produces content further than anybody can consume, a social share by a friend works like apre-screening. Getting viral isn't easy but without social media, it would be insolvable. Engage guests and followership Social media platforms are an occasion for brands to interact directly with guests and vice versa. Traditional media was a one- way road when it came to communication, social media allows for a dialogue between the brand and its followership. It's essential to stay active and answer the commentary and questions on the brand's social media posts in an applicable and professional manner.

Consumer durable goods comprise of ménage appliances used for cuisine, incinerating, drawing, cooling, food preservation, heating and laundry appliances. Consumer durable assiduity is arising to a better place as the demand for the products is continuously on the rise. Consumer durable goods have come largely competitive and innovative in the ultramodern days. Consumer durable goods have come largely competitive and innovative in the ultramodern days. The consumer durable goods can be astronomically classified into two parts videlicet, Consumer Electronics and Consumer Appliances.

The Consumer Appliances includes White Goods and Brown Goods. The content of this study is related to the Consumer durable White Goods. White goods are large appliances which consumes huge quantum of electricity and used for housekeeping tasks similar as Washing laundry, food preservation and cuisine purposes. It's also known as consumer durable White goods. White goods have surfaced as one of the fastest growing diligence in India. Once perceived as a luxury particulars, moment it has come as the necessary goods for the Indian middle class people and it used as an necessary tools of day- to- day use by the common peoples.

CLASSIFICATION OF CONSUMER DURABLES

Consumer Appliances		Consumer Electronics
White goods	Brown Goods	
Refrigerators	Mixers	Mobile phones
Washing machines	Grinders	Televisions
Air-conditioners	Microwave ovens	MP3 players
Speakers	Iron Box	DVD players
Dish Washer	Electric fans	VCD players
Vacuum cleaner	Cooking range Chimneys	

Review of Literature:

Eunice Njoki Kibandi et al (2019), have conducted a study on “Impact of Digital marketing on Consumer Buying Behaviour: A Case study of Jumia Kenya, Nairobi”. The study proposed four objectives which were to assess how perceived benefits, perceived risk, product awareness and website design influence online buying behaviour. The research design that was applied in this research was descriptive research design. Purposive random sampling was used to take a sample of 94 customer. Result of the study shows that perceived risks of Digital marketing had a significant positive linear relationship with the customer buying behaviour. The study recommended that various risk-reducing strategies should be developed by online retailers in addition to putting mechanism in place to guarantee the quality of their merchandise and create avenues of setting disputes.

Dr. Richa Ranjan Singh et al (2018) made a study on “Effects of Digital marketing on Consumer Buying Behaviour”. The objective of the study is to identify the various factors which influence online shopping. Researcher conducted study with 200 online buyers from the capital city of Uttarakhand. Simple random sampling technique ware used for sample collection. Researcher has used exploratory factor analysis to determine the factors that put a significant impact on customer buying behaviour during online purchase. The study founded that customer benefits, fast economic and secured purchase, trend with technology, easy availability were showing significant impact on consumer buying behaviour.

Mamta Chawla et al (2016) have done a research work on “Online Buying Behaviour: A Brief Review and Update”. The study main aim to present a comprehensive framework of the relevant literature available in the field of online buying behaviour, in the form of different theories, models and construct. The researcher of online buying behaviour mainly focuses on the quantitative analysis of constructing model based on survey, limiting only to intention and adoption stage. The study concluded that it is high time to focus more on continuation and intensification of online buying. Moreover forces that can intensify buying spending in absolute amount and over different categories remain unanswered.

Objectives:

- To study the demographic factors of customers of white goods in Coimbatore City.

- To analyse the impact of digital marketing in customers purchase decision with special reference to white goods in Coimbatore city

Limitations of the Study:

- The study is restricted to the selected sample of respondents in Coimbatore City and hence the result of the study cannot be generalized.
- The statistical methods used to analyze the data have their own limitation.
- All the limitations of primary data are applicable to this study.

Research Methodology:

- Area of Study: The research study was done in Coimbatore City.
- Nature and source of data: The study is based on primary data; primary data has been collected from various respondents in Coimbatore using questionnaire method and the secondary data have been collected from related websites, journals, magazines, internet and textbooks. A sample of 100 respondents were selected for the study.

Statistical Tools Used for Study:

- Simple of the respondents age
- Z test
- Anova

Analysis and Interpretation:

Table 1: Personal Profile

Factors	No. of Respondents	Percentage
Gender		
Male	45	45
Female	55	55
Age		
Upto30	35	35
31 to 45	42	42
46 to 60	8	8
Above 60	15	15
Occupation		
Agriculture	23	23
Employee	37	37
Business	28	28
Others	12	12
Educational Qualification		
Up to school level	12	12
Under graduate/ Diploma	48	48
Post Graduate	24	24
Professional	16	16
Family Income Per Month		
upto 25000	35	35
35001-50000	53	53
50001-75000	12	12

The profile of data collected from 100 Respondents show that, 55 respondents were female, 42 respondents were in the age group of 31 to 45 years, 37 respondents of the respondents were employed, 48 respondents of the respondents were Under Graduates / Diploma and 53 respondents of the respondent's monthly family income was between 35001-50,000.

Z – Test is used to study the opinion of the respondents on the basis of their gender.

Null Hypothesis: On an average both male and female have the same opinion on the impact of digital marketing in customers purchase decision with special reference to white goods in Coimbatore city

Table 2: Z test between Gender and impact of digital marketing in customers purchase decision with special reference to white goods in Coimbatore city

Factor	Gender	N	Mean	S.D	Z	Sig.
Mobile Access	Male	45	21.51	5.18	0.14	0.905
	Female	55	21.63	5.22		
Affordability	Male	45	14.68	14.68	0.783	0.378
	Female	55	14.41	14.41		
Interactivity	Male	45	19.73	3.03	0.13	0.719
	Female	55	19.96	3.3		

Easy Tracking	Male	45	28.4	6.92	2.288	0.134
	Female	55	26.34	6.62		

Table 2 reveals that, the calculated value are greater than 5% level of significance, hence the null hypothesis is accepted. It is inferred that, on an average both male and female have the same opinion on the impact of digital marketing in customers purchase decision with special reference to white goods.

ANOVA is used to analyse the influence of demographic variables like age, education level and family monthly income on impact of digital marketing in respondents purchase decision with special reference to white goods.

Table 3: ANOVA between Age and impact of digital marketing in customers purchase decision with special reference to white goods.

Factor	Age	N	Mean	S.D	Z	Sig.
Mobile Access	upto20	70	21.62	5.73	0.712	0.598
	21to30	84	21.07	4.81		
	31to40	16	24	5.31		
	above40	30	21.6	4.85		
Affordability	upto20	70	14.82	1.54	0.802	0.685
	21to30	84	14.42	1.46		
	31to40	16	13.75	1.98		
	above40	30	14.6	1.29		
Interactivity	upto20	70	20.11	3.37	0.309	0.79
	21to30	84	19.73	3.31		
	31to40	16	19	2.82		
	above40	30	20.06	2.46		
Easy Tracking	upto20	70	28.37	8.42	0.326	0.001
	21to30	84	27.64	5.29		
	31to40	16	27.12	3.64		
	above40	30	23.73	7.01		

Table 3 indicates that, the calculated value are greater than 5% level of significance except in Easy tracking, hence the null hypothesis is accepted. It is inferred that, on an average different age group have the same opinion on the impact of digital marketing in customers purchase decision with special reference to white goods like Mobile access, Affordability and Interactivity. The calculated value is lesser than 5% level of significance indicating that, the null hypothesis is rejected. This means on the average different age groups do not have the same opinion on Easy tracking.

Table 4: ANOVA between education and impact of digital marketing in respondents purchase decision with special reference to white goods

Factor	Education	N	Mean	S.D	Z	Sig.
Mobile Access	School Level	24	20.66	7.42	3.625	0.160
	Graduate/Diploma	96	22.41	4.81		
	Postgraduate	48	19.00	4.10		
	Professional	32	23.62	4.50		
Affordability	School Level	24	14.50	2.31	0.71	0.975
	Graduate/Diploma	96	14.50	1.27		
	Postgraduate	48	14.66	1.46		
	Professional	32	14.50	1.71		
Preference To Buy	School Level	24	21.25	2.63	1.533	0.211
	Graduate/Diploma	96	19.75	3.48		
	Postgraduate	48	20.12	2.49		
	Professional	32	18.75	3.19		
Easy Tracking	School Level	24	22.50	6.73	2.943	3.370
	Graduate/Diploma	96	27.41	6.36		
	Postgraduate	48	27.62	4.95		
	Professional	32	29.87	9.03		

From the table 4 it is understood that, the calculated value are greater than 5% level of significance except in Easy tracking, hence the null hypothesis is accepted. It is inferred that, on an average different educational group have the same opinion on the impact of digital marketing in customers purchase decision with special reference to white goods are Mobile access, Affordability and Preference to buy products

Table 5: ANOVA between family income and impact of digital marketing in respondents purchase decision with special reference to white goods

Factor	Family Income	N	Mean	S.D	Z	Sig.
Mobile Access	upto 25000	70	21.06	4.61	0.755	0.473
	35001-50000	118	22.42	6.08		
	50001-75000	12	21.66	4.92		
Affordability	upto 25000	70	14.64	1.42	5.666	0.005
	35001-50000	118	14.62	1.41		
	50001-75000	12	13.00	2.36		
Preference to Buy	upto 25000	70	20.69	3.16	5.78	0.007
	35001-50000	118	18.77	2.82		
	50001-75000	12	18.00	2.44		
Easy Tracking	upto 25000	70	26.11	6.66	0.950	0.390
	35001-50000	118	26.33	6.32		
	50001-75000	12	27.62	4.93		

The table 5 indicates that, the calculated value are greater than 5% level of significance except in Easy tracking, hence the null hypothesis is accepted. It is inferred that, on an average different family income group have the same opinion on the respondents impact of digital marketing in customers purchase decision with special reference to white goods like Mobile access, Affordability and Preference to buy. The calculated value is lesser than 5% level of significance indicating that, the null hypothesis is rejected. This means that respondents with different age groups do not have the same opinion on Affordability and Preference to buy.

Conclusion:

With the start of freedom and international trade in India, it provides an opportunity to invite various products from consumers to the market. In today's fast-paced world, consumers prefer to shop from wherever they are. The popularity of online shopping has grown rapidly. Digital marketing convenience, fast transactions, time saving, attractive advertisements, etc. has become popular in recent years. With the rapid development of technology, companies that have undergone great changes in the way they shop are interested in selling products directly to customers in real time, without the need for any installation service, half of the internet. Consumer eating habits and purchasing behavior are dynamic and ongoing processes that include physical, cultural, psychological and social factors. By its very nature, understanding the behavior of customers presents great challenges for companies to design and develop products that meet customer needs. Now a day this task is achieved by the companies through digital marketing. In addition, perception, motivation and satisfaction are important in consumer behavior research, because users are willing to buy when they see something through digital marketing on white goods.

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