



## A STUDY ON DIGITAL MARKETING AND ITS IMPACT IN CHENNAI DISTRICT

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**Abstract:** *With the ever increasing development in technology, the use of Digital Marketing, Social Media Marketing, Search Engine Marketing is also increasing. Digital Marketing is used by the marketers to promote the goods and services to the marketplace. Digital Marketing places an important role in increasing the sales of goods and services. The purpose of this research is to study the impact of Digital Marketing, how it's an important tool for both marketers and consumers. We have also studied the impact of Digital Marketing and its influence on consumer buying behavior. This research was done on base of a structured questionnaire for primary data and the sample size is 150 respondents.*

**Keyword :-** *Digital Marketing, Promotion, Buying Behavior, customer satisfaction.*

### 1. INTRODUCTION

Digital Marketing is generally a wide term which consists of Internet Marketing, Social Media Marketing, and Search Engine Marketing. People are becoming highly social and also the use of Internet, Social Media, and Applications are increasing and becoming a necessary part of daily activities of every person.

Digital Marketing helps a marketer to reach their products for customers via various channels like E-Mail Marketing, Social Media, Websites, E-Commerce, etc. A marketer, before launching any products or services, can conduct a survey online and take responses from potential customers, so that a marketer can launch according to the needs of customers, after analyzing the responses given by them.

In this highly competitive market and technological advancements marketing practices have been changed from traditional practices to digital marketing. Digital marketing is a tool which can be used for expanding the business globally. With the help of digital marketing a buyer can also compare a product with another product and it also allows 24 hours of services to purchase, even it allows customers to return a delivered product if they are not satisfied with it.

### 2. REVIEW OF LITERATURE

Godes & Silva(2012) The Study revealed that 90% of consumer read online reviews of other consumer before make purchase decision. Consumer read at least four reviews before make their final decision of purchase. Reviews play important role in purchase decision.

Fisch (2010) In world, there are approximately 1 billion monthly active users of facebook. After two years of facebook introduction, there were 50 million users. Everyday 31 billion queries on google. 1000 internet devices used in 1984 and 1,00,00,00,000 internet devices used in 2008.

Basheer et al.(March,2010) The Study is on the impact of mobile advertising on consumer purchase decision. Findings revealed that there is a positive relationship between perceived usefulness of advertisement and consumer purchase decision.

Kucuk and Krishnamurthy(2007) The study revealed that internet and virtual communities helps the consumers, societies and marketer to access and share information with others. It too helps in enhancing the communication skills also.

Teo(2005)The survey was conducted by firms in Singapore and findings revealed that digital marketing is effective marketing tool for gaining results.

**3. OBJECTIVES OF THE STUDY.**

1. To Study the impact of Digital Marketing on Consumer buying behavior.
2. To study the awareness of Digital Marketing.

**4. HYPOTHESIS OF THE STUDY.**

**Ho1:** There is no significant relationship between monthly income and product preference to buy through Digital Channel.

**Ho2:** There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing.

**5. RESEARCH METHODOLOGY.**

To Study the impact of Digital Marketing on various parameters, A Structured questionnaire for collecting primary data. Primary data was collected from 150 respondents. Respondents are selected from Chennai District, Tamilnadu. Primary data in structured format was collected via direct questioning to respondents, which is direct through survey method. Sample Size for this study is 150 who are purchasing products or services through digital channel. The data was analyzed and hypothesis is tested with Statistical tool like chi-square test.

**6. RESULTS AND INTERPRETATION.**

After collecting data from respondents with the help of structured questionnaire, following are the results interpreted.

**6.1 Responses from Online Buyers**

Several questions were asked to the respondents on their Age, Monthly Income, Occupation, etc. for understanding their profile and responses. The table below is the interpreted on the basis of the responses.

**Table-1:** Responses from Online Buyers.

	Category	No. of Respondents	Percentage of Respondents
Gender	Male	112	74.67 %
	Female	38	25.33 %
	Total	150	100%
Age	Below 18 years	25	16.67 %
	18-30 years	58	38.67%
	31-45 years	54	36.00%
	Above 45 years	13	8.66%
	Total	150	100%
Profession	Employee	61	40.67 %
	Business	53	35.33%
	Student	17	11.33%
	House-wife	11	7.33%
	Any other	8	5.34%
	Total	150	100%
Monthly Income	Below 10000	68	45.33%
	10000-25000	32	21.33%
	25000-50000	15	10.00%
	Above 50000	35	23.34%
	Total	150	100%
Frequency of Online Purchase	Once Annually	23	15.34%
	2-5 Purchases Annually	59	39.33%
	6-10 Purchases Annually	47	31.33%
	Above 10 Annually.	21	14.00%
	Total	150	100%
	Reasons for Online	Easy Buying Options	53
Wide Variety of Products		37	24.67%

Shopping	Various Methods of Payments	14	9.33%
	Lower prices	39	26.00%
	Others	7	4.67%
	Total	150	100%
Influence of Digital Channels to buy more	Social Media	84	56.00%
	Websites	31	20.67%
	Emails	7	4.67%
	Advertising	23	15.33%
	Others	5	3.33%
	Total	150	100%
What kind of Product you would prefer to buy through Digital Channel	Convenience Goods	31	20.67%
	Shopping Goods	93	62.00%
	Specialty Goods	26	17.33%
	Total	150	100%
Customer Satisfaction in Purchase through Digital Channel	Strongly Agree	36	24.00%
	Agree	87	58.00%
	Neutral	13	8.66%
	Disagree	7	4.67%
	Strongly Disagree	7	4.67%
	Total	150	100%
From which Digital Channel you bought products	Social Media	31	20.67%
	Websites	85	56.66%
	Email	8	5.33%
	Advertising	19	12.67%
	Others	7	4.67%
	Total	150	100%

### 6.2 Chi Square Test: Relationship between monthly income and product preference to buy through Digital Channel.

To Study the Relationship between monthly income and product preference to buy through Digital Channel, the clubbed table is as follow.

**Table 2:** Relationship between monthly income and product preference to buy through digital channel.

	Convenience Goods	Shopping Goods	Specialty Goods	Total
Below 10000	15	48	5	68
10000 - 25000	9	17	6	32
25000 - 50000	5	7	3	15
Above 50000	2	21	12	35
Total	31	93	26	150

The data can be easily interpreted from the above table 2. Hypothesis testing is done to be more précised.

**H<sub>0</sub>1:** There is no significant relationship between monthly income and product preference to buy through digital channel.

According to the calculation, calculated chi-square statistic is 18.9212 The p-value is 12.59. The result is significant at  $p < .05$ , with 0.05 level of Significance.

Hence the null hypothesis is rejected and there is a significant relationship between monthly income and product preference to buy through digital channel.

### 6.3 Chi Square Test: Relationship between Customer Satisfaction and product buy through Digital Marketing

To study the relationship between Customer Satisfaction and product buy through Digital Marketing, the clubbed table is as follow.

**Table3:** Relationship between Customer Satisfaction and product buy through Digital Marketing.

	Stro ngly Agre e	Ag ree	Neu tral	Disa gree	Stron gly Disa gree	To tal
Social Media	8	18	3	1	1	31
Websit es	19	54	6	3	3	85
Emails	2	3	0	2	1	8
Advert ising	6	8	3	1	1	19
Others	1	4	1	0	1	7
Total	36	87	13	7	7	150

The data can be easily interpreted from the above table 3. Hypothesis testing is done to be more précised.

**Ho2:** There is no significant relationship between Customer Satisfaction and product buy through Digital Marketing. According to the calculation, calculated chi-square statistic is 15.7799. The p-value is 26.296. The result is significant at  $p < .05$ , with 0.05 level of Significance. According to above analysis, Null hypothesis is accepted. In other words, there is not significant relation between customer satisfaction and buying the products through Digital channel.

## 7. CONCLUSIONS

With the Research conducted, it has been found that there is a relationship between monthly income and the products purchased by them. Monthly Income of people plays an important role to buy different products through Digital Channel. It has also been found that there is not significance difference between the satisfaction level of customer with purchasing products online. Most of the Customers are even not satisfied with the products purchased through Digital Channel. A company can do lot of product and facility through Digital Marketing if they understands and delivers what consumer needs.

## 8. REFERENCES

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