



A Study on Impact of Emerging Digital Marketing Trends towards Customer Purchase Intension

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Abstract

The trend of digital marketing is sprouting day by day with the concepts of online marketing that is turning into an important platform for digital marketing along with digital channels. Digital and online marketing strategies are employed by the companies to get succession by increasing sales, gaining competitive advantage and developing their businesses in competitive digital world. The study conducted to analyze the impact of digital marketing trends in purchase intension of customers. . Researcher has taken 80 respondents to conduct survey for this study. The findings disclosed that customers are aware of digital marketing and they prefer online shopping to buy various kinds of goods through digital channels in their purchase intension . The study is performed in a particular geographical area and this may be considered as a limitation to judge the purchase decisions of all customers of various regions. a particular geographical region is selected to this study to judge the purchase intension of customers.

Keywords: Customer Purchase intension, Digital Channels, Digital Marketing

INTRODUTCTION

Marketing comes in a wide variety of flavors based on customers, media platform and business in today's evolving and dynamic marketplace. Digital marketing is a form of direct marketing which can build relationship between consumers and sellers electronically by utilizing technological innovation like emails, websites, online forums and newsgroups, interactive television, mobile communications etc. (Kotler and Armstrong, 2009). It follows the concept of many-to-many communications due to its peak level of connectivity and is

usually executed to promotion of products or services in a timely, relevant, personal and cost-effective manner (Bains et al., 2011).

CHANNELS OF DIGITAL MARKETING

Search Engine Marketing (SEM)

Search engine marketing (SEM) is a form of Internet marketing that involves the promotion of websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising.^[1] SEM may incorporate search engine optimisation (SEO), which adjusts or



rewrites website content and site architecture to achieve a higher ranking in search engine results pages to enhance pay per click (PPC) listings.

Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay-per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand impressions) model. There are different platforms for SEM. By far, Google Ad Words (on Google Network) and Bing Ads (on Yahoo Bing Network) are the most popular. SEM also includes Display Advertising, Search Retargeting & Site Remarketing, Mobile Marketing and Paid Social Advertising

Content Creation

Content creation is the ultimate inbound marketing practice. When you create content, you're providing free and useful information to your audience, attracting potential customers to your website, and retaining existing customers through quality engagement

Social Media Marketing (SMM)

Social media marketing is the use of social media platforms and websites to promote a product or service. Although the terms e-marketing and digital marketing are still dominant in academia, social media marketing is becoming more popular for both practitioners and researchers

Digital Display Advertising

Digital display advertising is graphic advertising on Internet websites, apps or social media through banners or other advertising formats made of text, images, flash, video, and audio. The

main purpose of display advertising is to deliver general advertisements and brand messages to site visitors.

Mobile Marketing

Mobile marketing is a relatively new branch of marketing, referring to the two-way marketing communication between company and customers that takes place via mobile devices. The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing. Dushinski (2009) in his paper defines mobile marketing as a revolutionary tool for connecting companies with each of their clients via their mobile devices in the right time, on a right place and with appropriate direct message.

Mobile marketing is a multi-channel online marketing technique focused at reaching a specific audience on their smartphones, feature phones, tablets or any other related devices through websites, E-mail, SMS and MMS, social media, or mobile applications.^[1] Mobile marketing can provide customers with time and location sensitive, personalized information that promotes goods, services, appointment reminders and ideas.

Interactive Marketing

Interactive marketing is a one-to-one marketing practice that centers on individual customer and prospects' actions. Interactive marketing involves marketing initiatives that are triggered by customers' behaviors and preferences; for this reason, it is a major shift from traditional campaign-based marketing efforts.

Viral Marketing

Viral marketing or viral advertising is a business strategy that uses existing



social networks to promote a product. Its name refers to how consumers spread information about a product with other people, much in the same way that a virus spreads from one person to another. It can be delivered by word of mouth or enhanced by the network effects of the Internet and mobile networks.

Email Marketing

Email marketing helps you connect with your audience to promote your brand and increase sales. You can do a lot of things with emails, like sell products, share some news, or tell a story.

Affiliate Marketing

Affiliate marketing is a type of performance based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

Online Public Relations (Online PR)

Online Public Relations (E-PR, Digital PR) refers to the use of the internet to communicate with both potential and current customers in the public realm. It functions as the web relationship influence among the cyber citizens and it aims to make desirable comments about an organization, its products and services, news viewed by its target audiences and lessen its undesirable comments to a large degree of different Trends/Techniques of Internet Marketing. Internet marketing plan will help define specific e-marketing objectives and develop strategies to ensure that resources are deployed to take advantage of the marketing opportunities provided by the Internet, and to counter its threats. E-marketing is focused on how a company and its brands use the web and other digital media such as e-mail and mobile media to interact with its audiences

in order to meet its marketing goals. We plowed through all the variety of marketing arenas from content and social marketing to marketing technology, analytics and organizational transformation, to find and establish the ultimate summary for marketing trends 2017. The various marketing trends articles of different authors and experts were read, dissected, analyzed and summarized as below:

Search Engine Optimization (SEO)

In layman's terms, Search Engine Optimization or SEO is essentially tweaking your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine. Google updates its algorithms regularly so that only the relevant results come up.

From that perspective, many experts say that SEO is dead and the effort is futile. However, the truth is that Google tries to prevent algorithm manipulation and filters sites that don't deserve to be on the top of SERPs (Search Engine Result Pages). So there is no doubt you should invest in SEO work. Your website should address the technicalities related to content and query matching, spidering, indexing, and interpreting non-text content. Remember, it is the most cost-effective marketing strategy that will bring organic traffic to your business. Search Engine Marketing (SEM) Search Engine Marketing or SEM is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay-per-click) or CPC (cost-per-click) model, or CPM (cost-per-thousand



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LITERATURE REVIEW

Elisabeta Ioanals et al., (2014) studied the impact of social media on consumer behaviour with 116 respondents through structured questionnaire. His findings revealed that social media has impact on behaviour changes of consumers.

Fusun CIZMECI et al., (2015) investigated the impact of digital marketing tools on brand awareness generation among housing companies. Under this study theoretical framework was drawn for usage of trends in digital marketing.

Yusuf Kamal (2016) in his Study focused on emerging trends and Evolution of Digital Marketing Strategies. According to the researcher

Innovation and technological advances are employed by business people in not only producing the products but also in marketing to enhance efficiency. The business world has witnessed the popularity of online shopping industry and has also seen the emergence of e-commerce in other areas which has ultimately given rise to Digital Marketing.

Dr. Amit Singh Rathore¹, Mr. Mohit Pant (2017, January), in International conference on innovative research in science, technology and management, the author presented the research paper on Emerging Trends In Digital Marketing In India, according to this author the main growth of Digital marketing comes from social media, le nowadays people are spending their time on social media this leads to increment in marketing, there are more than 82 million monthly active users for Facebook and in India it is expected that the nation will have the world's largest Facebook population by 2017. The consumer are looking and searching more on internet to find the best deal from the sellers around India. search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, e-commerce marketing, campaign marketing, and social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books etc., are play a vital role in providing awareness and attracting people through Digital marketing.

Dr. Madhu Bala (2018, October) has been conducted a study of a Critical Review of Digital Marketing, In This paper researcher has provided some current and future trends in marketing. Researcher focused on role of social



media especially whatsapp and facebook in creating and enhancing new opportunities for digital Marketers to attract the customers through digital platform.

Juan José López García , David Lizcano , Celia MQ Ramos (June 2019), Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users. this An Analytical study revealed important practical implications for not only for Managers of Digital Communication Agencies but also people who are responsible for online content and e-commerce stores. The results of this research concluded that the future of Leads generating actions in the mobile ecosystem will be influenced by voice searches from mobile devices and the influence of Artificial Intelligence (AI), although the panel of experts indicates that this will happen in the long-term.

From the above literature review disclose that emerging trends of digital marketing influences purchase behavior of the customers. Hence the present study focused towards measuring the awareness level of customers towards digital marketing and the impact of the digital channels on their purchase intension.

Objectives of The Study

- To study the awareness of digital marketing in customers.
- To analyze the influence of digital marketing channels in customer purchase intension.
- To analyze influence of digital channel on customer satisfaction
- To know about customer preference towards the kind of digital channels in buying products .

Scope of the Study

Responses collected from limited number, who belongs to a specific region.. This study will be helpful in getting an insight into the impact of digital marketing towards purchase intension of customer .

Research Methodology

Research Design

The research design clearly examines the impact of digital marketing in the customer buying decision. The study mainly focused to examine the intension of the customers to make utilize of the digital marketing channels in their buying decision and also to analyses that what kind of products that they should buy make use of digital marketing more preferably.

Primary and secondary methods are employed to collect data for this study. The structured questionnaire is employed for the collection of data from the primary sources. Secondary data sources like journals, newspapers, books and websites are used to collect the data.

A total of 140 respondents are selected by the non-probability technique that is convenient sampling method. The responses given by them are recorded and processed by the statistical technique of percentage analysis.

Area of the Study

For this study the respondents randomly selected from the Kurnool and Anantapur districts.

Research Approach

For this study, survey method is used for collecting data, respondents are requested to fill the questionnaire by self, after explaining the various aspects



mentioned in it. It contained both open and closed ended questions in a structured format.

Data Usage

For analysis and interpretation, the data collected through questionnaire are only taken into the consideration and it is analyzed by using chi-square test

Research Instrument

Data was collected through structured questionnaire by using non comparative scaling technique likert scaling is used in the questionnaire. It has been classified into two parts explain the awareness of digital marketing and it influences over the customer buying decision the impact of digital marketing can be studied through analyzing the collected data. Secondary data were collected Journal, Case Studies, web sites, E-book, etc.

DATA analysis and interpretation

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. From the analysis of the primary data the following findings were elicited.

The collected primary information reveals that 61% respondents were male and 39 % females.Regarding the age level the data indicates that 44% respondents were in the age group below 30 years , while 35% were 31-40 age group,17% of respondents were in the age group 41-50 years and only 4% were above 51 years of age.In context of educational qualification the collected data signifies that 39% respondents were post graduates and 29% were graduates and only 32% were having professional qualifications. In respect of the occupational status of the respondents the information indicates that 30% of respondents were students,

25 % of respondents were belong to business, 26% were employees , 13% home makers, and 6% respondents from others. It is also noticed from the table that majority of the respondents (30%) in the study area were students and actively participating in digital marketing. Regarding the annual income pattern of the respondents the data reveals that 46 % of the respondents had annual income between Rs100000-300000 , while 27% of the respondents had annual income between Rs30000-50000.(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 100000-500000. As regards the influence of channel used for digital marketing the primary data indicated that 43% respondents were influenced by the websites and 32% were influenced by social media, while 20% of the respondents influenced by e-mail and only 5% made use of other modes.(Table no 6).From the analysis it can be concluded that websites was the common mode of purchase in digital marketing. 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 41% respondents were of the opinion that the procedure for purchase was easy and at the same time 33% of the selected consumers indicated that this mode offered attractive offers and low prices,26% respondents expressed that the digital market offered lot of variety of articles when compared with other



modes of marketing (Table no7). The collected data reveals that 50% of the respondents were using websites followed by 20% in social media, while 15% of the respondents purchase by e-mail and only 5% made use of other modes. (Table no 8). Regarding the frequency of purchase through digital marketing it was observed that 46% of the consumers, they prefer to purchase occasionally followed by semiannually and annually with 22% and 20%. It is also noted that very few respondents were purchasing weekly (4%) (Table no 9). From the information it can be analysed that the frequency of purchase goods through digital marketing was very poor in the area under study. The details of Digital Marketing Changes the Opinion Towards Purchase Intension were disclosed in table 10 and it reveals that 34% of the respondents were strongly agreed, followed by agreed with 26%. Surprisingly, it is noted from the analysis that 37% respondents were Satisfied, followed by 24% With highly satisfied respondents with the Product Purchased Using Digital Channel (Table 11).

FINDINGS

- Post graduates in the study area were 39% respondents.
- Majority of the selected respondents were male working in various organizations.
- About 46% of the respondents have monthly income between Rs.100000-300000.
- 43% respondents in the area under study made use of website and 32% of social media influenced them to purchase more products in digital marketing

- 41 % respondents were of the opinion that digital marketing offered a convenience mode and 33% opined that digital marketing offered attractive offers and low prices.
- 50% respondents in the sample made purchase through websites followed by 20% through social media.
- 46% of the sample respondents made occasionally, while 22% made purchases semi-annually.
- 34% of the respondents in the sample area were strongly agreed with the view that digital marketing has changed their buying behavior while 11% strongly disagreed with the view.
- 37% of the respondents in these sample region were strongly satisfied with the purchases made through digital marketing while 24% were highly satisfied and 14% were highly dissatisfied with the products purchased through digital marketing

CONCLUSION

AND

RECOMMENDATION

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 future the 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.

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Table No 1 Genderwise Respondents

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	86	61
FEMALE	54	39
TOTAL	140	100

Source: Field Survey

Table No 2 Age of the Respondents

AGE (IN YEARS)	NO OF RESPONDENTS	PERCENTAGE
BELOW 30	62	44
31-40	49	35
41-50	24	17
ABOVE 51	5	4
TOTAL	140	100

Source: Field Survey

Table No 3 Educational Qualification of the Respondents

EDUCATIONAL QUALIFICATION	NO OF RESPONDENTS	PERCENTAGE
GARDAUTE	40	29
POST GRADUATE	54	39
PROFESSIONAL/ TECHNICAL	46	32
TOTAL	140	100

Source: Field Survey

Table No 4 Occupation

OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
HOUSEWIFE	18	13
EMPLOYEE	36	26
BUSINESS	35	25
STUDENT	42	30
OTHER	9	6
TOTAL	140	100

Source: Field Survey



Table No 5 Annual Income

ANNUAL INCOME (Rs)	NO OF RESPONDENTS	PERCENT
BELOW 100000	12	9
100000-300000	65	46
300000-500000	38	27
ABOVE 500000	25	18
TOTAL	140	100

Source: Field Survey

Table No 6 What are the online channels which influence in enhancement of purchase intension

DIGITAL CHANNEL AWARENESS	NO OF RESPONDENTS	PERCENT
SOCIAL MEDIA	45	32
WEBSITES	60	43
E-MAIL	28	20
OTHER	7	5
TOTAL	140	100

Source: Field Survey

Table No 7 Why do you prefer Digital Channel

REASON	NO OF RESPONDENTS	PERCENT
CONVENIENCE	58	41
LOT OF VARIETIES	36	26
ATTRACTIVE OFFERS & LOW PRICE	46	33
TOTAL	140	100

Source: Field Survey

Table No 8 Purchase Through Digital Marketing

DIGITAL CHANNEL AWARENESS	NO OF RESPONDENTS	PERCENT
SOCIAL MEDIA	28	20
WEBSITES	70	50
MULTIMEDIA	21	15
E-MAIL & OTHERS	21	15
TOTAL	140	100

Source: Field Survey



Table No 9 How often do you purchase products through digital channels

FREQUENCY	NO OF RESPONDENTS	PERCENT
WEEKLY	5	4
MONTHLY	11	8
SEMI ANNUALLY	31	22
ANNUALLY	28	20
OCCASSIONALLY	65	46
TOTAL	140	100

Source: Field Survey

Table No 10 Does trends in Digital Marketing Change your Opinion Towards Purchase Intension

PURCHASE INTENSION	NO OF RESPONDENTS	PERCENT
STRONGLY AGREE	48	34
AGREE	36	26
UNDECIDED	16	11
DISAGREE	24	17
STRONGLY DISAGREE	16	11
TOTAL	140	100

Source: Field Survey

Table No 11 Are You Satisfied With The Product Purchased Using Digiatl Channel

SATISFACTION LEVEL	NO OF RESPONDENTS	PERCENT
HIGHLY SATISFIED	34	24
SATISFIED	52	37
NO OPINION	8	6
DISSATISFIED	26	19
HIGHLY DISSATISFIED	20	14
TOTAL	140	100

Source: Field Survey