

IMPACT OF DIGITAL MARKETING IN COIMBATORE CITY

Mr.T.Muthu & Mrs.J.Pavithra

Assistant Professor,
Department of Commerce,
SNMV College of Arts & Science, Coimbatore.

ABSTRACT

Even before the Internet marketing there were many different ways to advertise, in different media available such as radio, Television, newspapers, magazines, as well as via telemarketing or pamphlets. Digital marketing impact the marketing of goods and services send their communication and selling promotion through digital technologies. The Internet is one of the best types of digital technologies. Digital marketing also includes marketing the products and services using display advertising, online advertising, mobile phones, and other digital media. The study are of Coimbatore is one of the largest industrialist and education institutions and software technological centre of the Tamilnadu. The researcher is mainly focus the impact of digital marketing in Coimbatore city.

Key words: digital marketing, online buying behaviour, purchasing/ buying attitude,

INTRODUCTION

Nowadays, digital marketing is overflowing with ever-growing opportunities, and benefits the people don't want to miss those opportunities as they believe that this will boost their business growth in the past 10 years. These days due to the advent of the internet and smart phones, more than 170 million people are using social media regularly and thus, digital marketing experts are trying to educate themselves with the core principles of digital marketing so that they can get attention from more customers. Digital marketing basically helps a company to promote its products or brands through various online channels so that they can reach out to the targeted customers without any hassle. Nowadays, the popularity of digital marketing is unparalleled, and very soon, it is believed that digital marketing will completely engulf the traditional marketing. With its unfathomable features and opportunities, digital marketing will conquer the offline and traditional marketing utterly.

REVIEW OF LITERATURE

Lubna Riz. V. (2013) has suggested online marketing empowers the consumers to market the products which they feel are worthy of purchase along with detailed discussions on the features, quality, durability, design and functionality of various products across industries. Online marketing can influence the consumer purchasing decision and alter brand

perceptions of different products of different industries. It is the purpose of this research to study the various tools and techniques marketing managers can use to influence consumer purchasing decision and brand perception by utilizing consumers as their marketing asset.

Sathya. P (2017) has measured that digital marketing has turn out to be crucial part of approach of many companies. At the present time, still for tiny business proprietor at hand have an extremely inexpensive and competent method by using digital marketing to market their products or services in the society. It has no restrictions. Company can utilize any devices such as tablets, smart phones, TV, laptops, media, social media, e- mail and lot other to support company and its products and services.

Deekshith .D and Kinslin. D (2016) has found that the fast rising digital economy is demanding the importance of existing marketing practices, and an essential revamp of the marketing prospectus consistent with the promising result and business requirements of the 21st century. Companies are crocked with innovative, opportunities and challenges inside this digital era. Digital marketing is the avenue of electronic communication which is used by the marketers to endorse the goods and the services towards the marketplace. The supreme purpose of the digital marketing is concerned with consumers and allows the customers to intermingle with the product by virtue of digital media.

Soheila Bostanshirin (2014) has observed that the online marketing, which is also called internet marketing, involves use of interactive, virtual spaces for the sake of promoting and selling goods and services. In fact, new synchronous, internet-based communication technologies had contributed to the restructuration of major economic sectors including marketing. Being cost-effective, flexible, and fast and enjoying an on unprecedented global reach, internet marketing has brought about different businesses incredible gains. However, this effective, new method also involves its special disadvantages, e.g. lack of personal contact, security and privacy, etc which should be taken account for.

OBJECTIVES

To find out the usefulness of digital marketing in the competitive market.

To impact of digital marketing on consumers purchasing attitudes.

METHODOLOGY

Primary Data: The research is done through observation and close ended questions, multiple choice and likert scale structured questionnaires.

Secondary Data: Secondary data is collected from published books, Journals and magazines, social media to develop the theory.

Sample Size: The sample size is determined as 350 respondent's from different areas of Coimbatore city, opinion from the customers who presently purchasing products with a help of digital marketing.

Sampling Technique

The sampling technique and procedure is unrestricted, non- probability sampling.

Statistical Technique

Chi-square test used to compare the dependency in the hypothesis

RESULTS

Findings and Interpretation of the results

Table 1
Demographic Profile

S.N	Profile	No. of Respondents	Percentage
	<i>Age wise Classification</i>		
1.	Below 25 years	19	5
2.	26 - 30 years	79	23
3.	31 - 40 years	109	31
4.	41 - 50 years	84	24
5.	Above 50 years	59	17
	Total	350	100
	<i>Education wise Classification</i>		
6.	Illiterate	9	3
7.	Up to High School Level	17	5
8.	Up to Higher School	55	15
9.	Degree	100	29
10.	Diploma	69	19
11.	Professional	100	29
	Total	350	100
	<i>Marital status</i>		
12.	Married	305	87
13.	Unmarried	45	13
	Total	350	100
	<i>Type of Family</i>		
14.	Nuclear Family	224	64
15.	Joint Family	104	30

16.	Extended Family	22	6
	Total	350	100
	<i>Dependent members in the family</i>		
17.	Less than 3 Members	66	19
18.	3 Members - 6 Members	207	59
19.	More than 6 Members	77	22
	Total	350	100

Source: primary data

The above table reveals that, out of 350 respondents, 5% of the digital marketing purchasing customer is under the age group of 25 years. 23% of them fall under the age group between 26 years and 30 years. 31% of the digital marketing user falls under the age group between 31 years and 40 years. 24% of them fall under the age group between 41 years and 50 years. Remaining 17% of them's age is above 50 years.

It has been found that majority (31%) of the digital marketing customer between the age group between 31 years and 40 years.

The above table shows that, out of 350 digital marketing user, 3% of the have not studied any formal education. 5% of them have studied up to primary school, 15% of them have completed high school education. 29% of the digital marketing user education is up to degree level, 19% of the digital marketing user has completed diploma course and remaining 29% of them are professional such as advocate, doctor etc.

It has been found that majority (29%) of the digital marketing user education level is up to professional and degree people highly purchasing the online marketing.

The above table shows that, out of them 350 respondents, 87% of the digital marketing user is married and 13% of them are unmarried.

It has been found that majority (87%) of the digital marketing users are married.

The above table shows that, out of 350 digital marketing users, 64% of them are in nuclear family. 30% of them are in joint family and remaining 6% of them are in extended family

It has been found that majority (64%) of the digital marketing user are in Nuclear family

The above table shows that, out of 350 respondents, 19% of them have stated that less than 3 members are dependent members in their family, 59% of the digital marketing user have stated that dependent members in their family ranges between 3 members to 6 members

and remaining 22% of them have stated that, more than 6 members are dependent in their family.

Table No: 2

Age and use full of digital marketing

Age		Use full of digital marketing			Total
		Strongly Agree	Agree	Neither Agree Nor Disagree	
below 25 years	N	2	17	0	19
	%	.6%	4.9%	.0%	5.4%
26 - 30 years	N	24	38	17	79
	%	6.9%	10.9%	4.9%	22.6%
31 - 40 years	N	52	53	4	109
	%	14.9%	15.1%	1.1%	31.1%
41 - 50 years	N	30	42	12	84
	%	8.6%	12.0%	3.4%	24.0%
Above 50	N	21	38	0	59
	%	6.0%	10.9%	.0%	16.9%
Total	N	129	188	33	350
	%	36.9%	53.7%	9.4%	100.0%

Source: primary data

Ho: There is no significance difference between age and use of digital marketing

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	40.532 ^a	8	.000
Likelihood Ratio	45.853	8	.000
Linear-by-Linear Association	3.735	1	.053
N of Valid Cases	350		

a. 1 cells (6.7%) have expected count less than 5. The minimum expected count is 1.79.

There is no association between age and use of digital marketing. The value of chi-square test (40.532) at low p-value of (0.000) indicates that the null hypothesis rejected at 1

percent level of significance. Hence it may be concluded that there a significant relationship between age and use of digital marketing.

Table No: 3
Marital Status and Online buying behaviour

Status		Online buying behaviour					Total
		Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	
Married	N	43	212	45	3	2	305
	%	12.3%	60.6%	12.9%	.9%	.6%	87.1%
Unmarried	N	4	30	9	1	1	45
	%	1.1%	8.6%	2.6%	.3%	.3%	12.9%
Total	N	47	242	54	4	3	350
	%	13.4%	69.1%	15.4%	1.1%	.9%	100.0%

Source: primary data

Ho: There is no significance difference between marital status and Online buying behaviour

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.187 ^a	4	.527
Likelihood Ratio	2.843	4	.584
Linear-by-Linear Association	2.989	1	.084
N of Valid Cases	350		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is .39.

There is no significance difference between marital status and Online buying behaviour. The value of chi-square test (3.187) at high p-value of (0.527) indicates that the null hypothesis accepted at 5 percent level of significance. Hence it may be concluded that there is no significant relationship between marital status and Online buying behaviour.

Table No:4
Individual Income and Online buying behaviour

Individual Income		Online buying behaviour				Total
		Strongly Agree	Agree	Neutral	Disagree	
Upto 75,000	N	16	52	35	0	103
	%	4.6%	14.9%	10.0%	.0%	29.4%
Rs.75,001 - 1,50,000	N	21	43	51	0	115
	%	6.0%	12.3%	14.6%	.0%	32.9%
Rs. 1,50,001 - 3,00,000	N	12	45	64	1	122
	%	3.4%	12.9%	18.3%	.3%	34.9%
Above 3,00,001	N	4	2	4	0	10
	%	1.1%	.6%	1.1%	.0%	2.9%
Total	N	53	142	154	1	350
	%	15.1%	40.6%	44.0%	.3%	100.0%

Ho: There is no significance difference between individual income and Online buying behaviour

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	17.574 ^a	9	.040
Likelihood Ratio	16.978	9	.049
Linear-by-Linear Association	4.100	1	.043
N of Valid Cases	350		

a. 7 cells (43.8%) have expected count less than 5. The minimum expected count is .03.

There is no significance between individual income and online buying behaviour. The value of chi-square test (17.574) at low p-value of (0.040) indicates that the null hypothesis rejected at 5 percent level of significance. Hence it may be concluded that there is a significant relationship between individual income and Online buying behaviour.

Findings

- ❖ It has been found that majority (31%) of the digital marketing customer between the age group between 31 years and 40 years.
- ❖ It has been found that majority (29%) of the digital marketing user education level is up to professional and degree people highly purchasing the online marketing.
- ❖ It has been found that majority (87%) of the digital marketing users are married.

- ❖ It has been found that majority (64%) of the digital marketing user are in Nuclear family
- ❖ It may be concluded that there a significant relationship between age and use of digital marketing.
- ❖ It may be concluded that there is no significant relationship between marital status and Online buying behaviour.
- ❖ It may be concluded that there is a significant relationship between individual income and Online buying behaviour.

Conclusion

So, it can be concluded that the digital marketing is growing online marketing industry and every day it brings a chunk of opportunities to the users as well as the small and micro and medium company prosperities. The researcher find out the above the study in Coimbatore region in sincere manner out of 350 respondents were collected and concluded the majority of the respondents were in the age between 31 very interested in online marketing buying behaviour. At the same time digital marketing users maximum educational level is upgrade because of degree and profession respondents were buying behaviour more than others. Majority of the respondents were buying needs of family and home appliances' products were purchased.

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